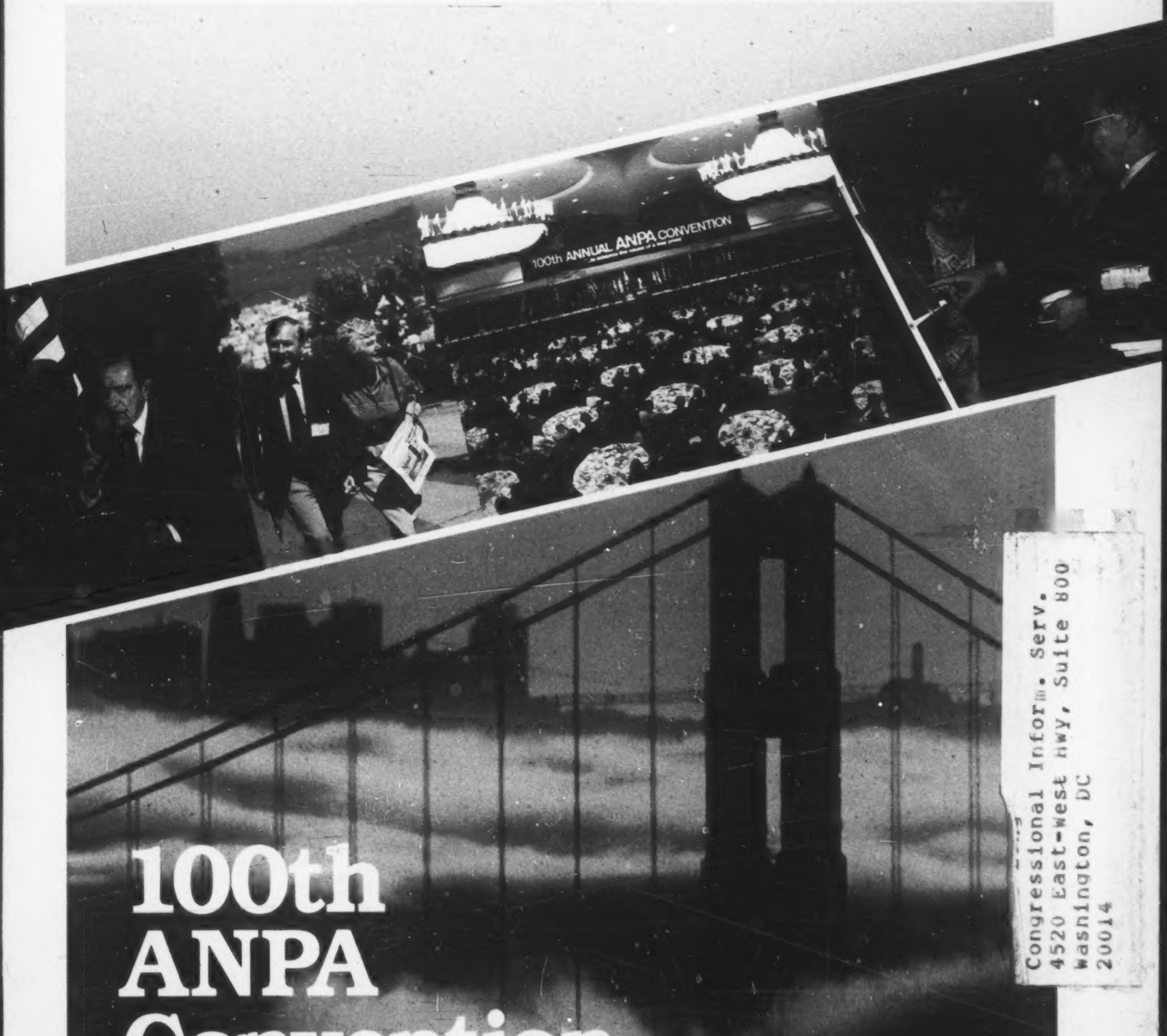
A2350-2A

May 1986

presstime

The Journal of the American Newspaper Publishers Association


100th ANNUAL ANPA CONVENTION

100th ANPA Convention

Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

Why is Bill Applebee in newspaper pagination?

With more than four years in daily production, the outstanding success of full-page pagination at the Pasadena STAR-NEWS has earned the Southern California newspaper worldwide recognition and a place in the history books.

Publisher William R. "Bill" Applebee says the STAR-NEWS has achieved exactly what it expected from Information International's Newspaper Pagination System.

"Greater editorial control, extended deadlines, improved appearance, significant cost savings, higher profits—all thanks to pagination. Triple-I's people and products have come through for us since day one of production. Add it all up and that's why the Pasadena STAR-NEWS is in pagination to stay," says Applebee.

Find out why Information International systems have an impressive array of production proven, cost-justifiable benefits.

Call triple-I today.

CHICAGO (312) 541-5460, DALLAS (214) 980-0554, IRVINE (714) 833-8075, McLEAN (703) 790-8360, SANTA CLARA (408) 248-5055

INFORMATION INTERNATIONAL
5933 Slauson Avenue, Culver City, Calif. 90230

Weather: Showers

Scattered showers and isolated thundershowers today. Clearing tonight with fair skies Tuesday. Highs today in the upper 50s to mid-60s. Lows tonight in the mid-40s to lower 50s.
— *Full report, Page A-2*

STAR-NEWS

What's inside

Business B1
Classified C3
Comics B4
Crossword C3
Dear Abby C1
Entertainment B3
Notices
Obituaries
Opinion
People
Sports
TV Listings

PASADENA, CALIFORNIA, MONDAY, APRIL 7, 1986

Snow Chief wins at Santa Anita

Snow Chief continued his methodical march toward the Kentucky Derby with a 6-length victory Sunday in the $500,000 Santa Anita Derby. The crowd of more than 50,000 had eyes for only Snow Chief, who started as a 1-5 favorite.

Sports, Page D-1

Physicist prop by puzzle

Shuttle hearings sh man's curiosit

By WARREN E. LEARY
Associated Press

WASHINGTON — Richard P. Feynman, the physicist whose impromptu experiments and exacting observations have illuminated the space shuttle investigation, moves through life powered by puzzle drive.

Whether teaching a class about esoteric physics at Caltech, dismantling a lock, playing bongo drums, building an atomic bomb or sitting on a presidential commission, Feynman is propelled by puzzles.

"Once I get on a puzzle, I can't off," says the sometimes elusive ten enigmatic physicist. "I can't leave it after I've found out

Profile

Top o' the morning!

Hers was the only vote that counted

One vote was all it took to make the election in the Denton County Levee Improvement District a unanimous decision. Michelle Barnes is the only adult resident of the Lewisville, Texas district. So when the district voted on a $20.1 million bond issue, she was the only voter and had to serve as election judge as well. The proposal carried 1-0. "I've never tried to avoid politics but I don't think I want this much pressure on me again," she said. "When 20,000 other people vote with you, that's one thing. When you find out your

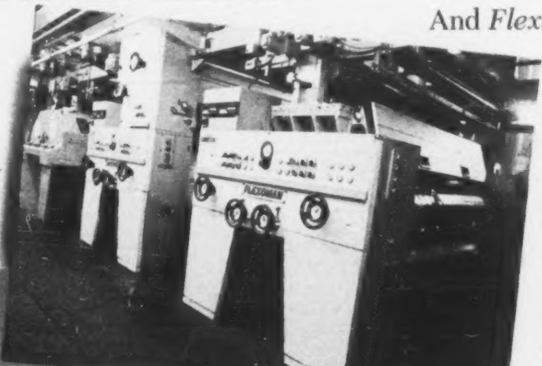
U.S. wan

Greetings from
MIAMI

There'll be a new attraction in Miami this year.

It's brand new flexo press units at the *Miami Herald.* Less than two years ago *The Herald* bought two M.A.N.-Roland *Flexoman®* units for an experiment with flexography. The results were so gratifying that *The Herald* is adding seven more units to their press room.

Why? Because *Flexoman* produces superb quality. The smoother solids and vibrant colors appeal to advertisers and readers alike. And the quick-drying inks eliminate rub-off and set-off.



The *Flexoman* offers savings, too. Because press units are simpler, using one anilox roller instead of an ink train, there is less iron to pay for and less iron to move. Power consumption goes down. Web breaks are less frequent. There are no time-consuming and waste-producing ink and water adjustments. All contribute to economical running.

And *Flexoman* units are more compact than letterpress or offset units (more compact than most other flexo units, too). They slip in easily, and installation won't turn your pressroom into a machine shop.

The new attraction in Miami may hold exciting potential for you. Perhaps we can arrange a visit. Call or write to M.A.N.-Roland USA,
333 Cedar Avenue, CN 1112, Middlesex,
NJ 08846-0604; (201) 469-6600.

The Miami Herald
The Miami News

M·A·N
ROLAND
NEWSPAPER PRESS DIVISION

“It’s Happening Across the Country…”

New Orleans
FORT WAYNE
SYRACUSE
ATLANTA, GA
SAN ANTONIO
Nashville, TN
Kalamazoo, MI
Oklahoma City
LAS VEGAS
Youngstown, OH

Safe, reliable
35-bundle-per-minute
strapping is happening
in newspaper mailrooms
across the country,
thanks to the
Power Strap PSN-4.

Simplified design and controls keep PSN-4 performing efficiently and reliably.

PSN-4 delivers the features you need for Power Strap Performance:

- Full width infeed and outfeed belts maintain positive bundle control for accurate strap conditioning. This combined with Power Strap’s bundle conditioning system makes the PSN-4 the best machine on the market to handle inserted products.
- Unique controlled high-tension strapping system that handles any size product without hazardous compression bars or clamps.
- Advanced design heat seal unit that provides positive strap welding and is controlled by an integrated microprocessor.
- Fast and easy spool reloading that doesn’t require equipment shutdown.
- Automatic strap feeding with microprocessor controlled monitoring and clearing.
- Can be configured in your system as a single machine or multiple units for cross tie operations.
- The compact design reduces the floor space requirement.

Make Power Strap PSN-4 Performance happen in *your* mailroom. Call or write today for more information.

Power Strap, Inc. • 24500 Center Ridge Road
King James South • Suite 395 • Westlake, OH 44145
Phone (800) 746-4600, toll free (216) 871-1053 in Ohio.

presstime

INDEX VOLUME 8, NUMBER 5 MAY 1986

Convention Report *All the events of ANPA's 100th Annual Convention in San Francisco reported as they took place, on a day-by-day basis. Reflecting today's headlines, panel discussions covered such things as terrorism, the U.S. space shuttle program and the influence of countries of the 'Pacific Rim.' Key individual speakers included former President Richard M. Nixon and New York Gov. Mario M. Cuomo. Workshops focused on important industry topics—from newsprint to newsracks, from classifieds to circulation.* 36

Private vs. public *Feelings vary over whether it is better for a newspaper to be privately or publicly held; but management quality is the key.* 6

Different ways of working *Although not in the forefront of the alternative job movement, newspapers have some out-of-the-ordinary working situations.* 12

Zing went the stringers *Once prevalent, the use of country correspondents at small- and medium-size papers is on the wane.* 16

New Zealand newspapers *Some of the pressures that forced dramatic change in the U.S. press are beginning to be felt half a world away.* 23

Minority management *The Institute for Journalism Education has set its sights on training minorities for newspaper management positions.* 28

Internships *Programs providing work experiences for journalism students have proliferated. Papers now must compete for the "best and brightest."* 30

Profile: Dennis Bell *Driven in part by anger, this Newsday reporter has won a Pulitzer—and he's only been in the business six years.* 34

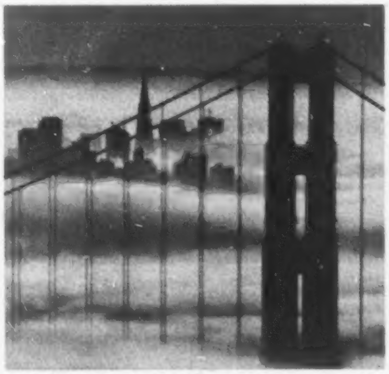
Essay: Commercial free speech *Ad agency executive Louis T. Hagopian asks newspapers to join in defending the "freedom to advertise."* 35

Union talks collapse *Once again, negotiations between the GCIU and the ITU have failed to result in a merger plan.* 72

Exposition preview *A look at some of the equipment that will be on the floor of the ANPA Operations Management Conference & Exposition in June.* 78

Cease fire in Detroit *Approval is expected for the proposed joint operating arrangement between Detroit's two daily newspapers.* 86

Stringers, p. 16



Convention Report, p. 36

Internships, p. 30

Advertising 70
ANPA calendar 90
ANPA news 91
Books 74
Chairman's corner 4
Circulation 71
Education 67
Employee relations 72
Government affairs 60
Letters 91
News research 67
News-editorial 68
Newspaper business 86
Newsprint 75
Overset 92
Postal affairs 64
Speeches 76
State and local 66
Technology 78
Telecommunications 66
Transportation 84

CHAIRMAN'S CORNER

ANPA committees help us focus on the right priorities

I'm pleased to be able to address you from this Chairman's Corner forum for the next year. This is my 10th year as an ANPA director and my fifth as one of your officers. I've also served as chairman of the ANPA Foundation, so it's obvious that I have found participation in ANPA affairs to be worthwhile for me personally and to be beneficial for my company.

I am honored that you have elected me as your chairman and president, and I commit my best leadership to ANPA this year.

My predecessor, Dick Johnson, the current Board of Directors and the staff leadership of Jerry Friedheim have our Association on the right track and pursuing proper priorities. Each of you has had an opportunity to work on our important standing committees or to contribute in other ways to selection of those priorities. But we need to hear from you, in particular anytime you see us straying off the course you think best for us all.

During the coming year, I hope to target our attention with some fine tuning, rather than any dramatic course shifting. The evolution of both economic and legislative events and of technology makes it essential that we track the twists and turns of opportunity. Not to do so is to be a business left behind; we've never been that, and we don't intend to be so now.

Alvah H. Chapman Jr.

So we will be giving consideration this year to whether we are following technological opportunities wisely—whether we have a handle on what's coming up and on what we might *make* come up. The leaders of our technically oriented committees are assessing for the Board and me whether our current monitoring systems are satisfactory. If they aren't, we will obtain more specialized scientific advice.

And while we eyeball the future, we also will serve the needs of today. Distribution of our newspapers has risen to the top of our agenda of current challenges, and I have asked our Circulation and Readership Committee (formerly known as the Industry Affairs Committee) to bring us recommendations about the broad-based marketing techniques and opportunities we ought to be developing in that arena. We'll search for more than just technology; we're after a "total system solution" to newspaper distribution.

In addition, we will emphasize getting ANPA wisdom out to you and your colleagues where and when you need it. We'll work on hands-on, on-site consulting, trouble-shooting and training programs that can bring ANPA staff and committee experts to you whenever you need them and in whatever area of newspaper operations you need them.

And we'll especially continue our targeting—in cooperation with the other effective groups active in our business—on all aspects of editorial and advertising excellence, on minority opportunity, on postal challenges, and on community-wide programs to provide literacy and reading.

ANPA lets us bring the geographically diverse North American publishing business together to address our goals. And your help is indispensable. Please let me know how you feel you can best contribute.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

ANPA

presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
Labor Writer, Clark Newsom
Staff Writer, Margaret Genovese
Staff Writer, Marcia Ruth
Staff Writer, Barbara J. Friedman
Technical Writer, Rosalind C. Truitt
Art Director, Shirley Schainblatt
Editorial Assistant, Mary B. Oran

Advertising Manager, Jonathan A. Reed
Advertising Assistant, Linda M. James

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041;
(703) 648-1000

Advertising Sales Representatives
East
Dave Bentley, Bob Gardner, Pete Uhry, Sue Callahan, Sara Greenwood, John Adams, Marketing & Media Decisions, 1140 Avenue of the Americas, New York, N.Y. 10036; (212) 391-2155
Midwest
Elaine Purnell, Marketing & Media Decisions, Suite 804, 203 N. Wabash Ave., Chicago, Ill. 60601; (312) 977-1933
Southeast/Southwest
Ned Quenzer and Bob Stites, Quenzer/Stites Inc., 3552 Habersham at Northlake, Tucker, Ga. 30084; (404) 491-1419
West
Jenny Bishop and Tory Abel, Bishop & Abel, 6446 Orion Ave., Van Nuys, Calif. 91406; (818) 989-0994

presstime Advisory Committee
Frank A. Bennack Jr., The Hearst Corp., New York, Chairman
Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan., Vice Chairman
Susan Clark-Jackson, Reno Gazette-Journal
Katherine Fanning, The Christian Science Monitor, Boston
Tom J. Hardin, Alexandria (La.) Daily Town Talk
George P. Kennedy, University of Missouri School of Journalism
Thomas F. Matthews, Tracy (Calif.) Press Inc.

presstime
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1986 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the **presstime** editor. POSTMASTER: Send address changes to **presstime**, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041.

BPA Presstime is a member of Business Publications Audit of Circulation Inc.

People rely on these newspapers

THE DENVER POST
The COLUMB
Alexandria Daily Town Talk
The Orlando Sentinel
esville Sun
The Greenville News
York Daily Record
Santa Cruz S
HOUMA DAILY COURIER
Times-Picayune
e States-Item
The SPRINGFIELD News-Leader
San Jose Mer
The Daily Sentinel
THE WALL STREET JOURNAL.
e Detroit News
Wednesday
15¢
Fort Worth Star-Telegram
theRapidCityJournal

and these newspapers rely on Fincor Press Drives.

Today Fincor has more than 3100 double-width press drives either on edition or on order around the world. We help print some of the most famous mastheads in journalism and also some of the not-so-famous. Fincor is the leading supplier of press drive systems to the printing industry because we build reliable equipment that avoids costly downtime. It's that simple.

We also provide the kind of service that newspapers, large or small, have to have. Competent Fincor technicians, on call around the clock, to rush technical assistance or vital parts wherever or whenever they're needed.

There are other Fincor products and services, such as Single-Width Press Drives, Ink and Dampener Controls, Press Conveyor and Mailroom Drives; Custom Engineered Systems, Maintenance Contracts and Customer Training Seminars.

Want to know more about the leading supplier of drives to the newspaper industry? Contact:

Fincor
Incom International Inc
3750 E. Market St.
York, PA 17402
. . .or call Jim Young
(717) 757-4641, Ext. 249
Telex 840432

FINCOR
INCOM INTERNATIONAL INC
INCOM
Leadership in motion control starts with Fincor

See us at the ANPA OMC&E in Atlanta, Booth 1806

PUBLIC VS PRIVATE

Form of ownership can make a difference, but the bottom line either way depends on caliber of management

BY BARBARA J. FRIEDMAN
presstime staff writer

In 1979, McClatchy Newspapers decided to gamble.

That year the Sacramento-based company bought the Anchorage Daily News, a newspaper in trouble in a competitive market. The company figured the paper had about a 1-in-20 chance of success.

The News was a long shot that paid off in the highest circulation and linage numbers in Anchorage. But the numbers looked dismal when McClatchy decided to invest, says Irwin Potts, executive vice president at privately held McClatchy. "Never would a public company take that kind of risk."

Not so, says John W. Madigan, executive vice president of publicly held Tribune Co. of Chicago. "I think the opposite is true." Extensive long-range planning and access to broader sources of financing afford "some security to go ahead and make some bets," he says.

And so disagreements go among some executives at five publicly held and five privately held companies in the newspaper business interviewed by **presstime** on the topic of differences between the two types of firms. In the United States, 18 publicly held firms own about 23 percent of the dailies, accounting for about 41 percent of the circulation.

From the private side, executives see limitations and demands they believe are intrinsic to doing business as a public company. For instance, some talk of a nearly stifling need for planning and quantitative analysis, a curtailed freedom to make fast decisions, and pressure to produce a string of steadily better quarterly profits that limits a company's ability to invest for the long run and to take risks.

On the other side, executives at publicly held firms speak of the extra element of discipline that comes with spending public shareholders' money, and of a willingness to take risks and wait long years for a payoff. They reject the notion of undue pressure to produce a better quarterly report.

Executives from both sides, however, tend to agree on one point: that a company's character and operations are shaped much more by its size and caliber of top management than by how its stock is traded. They say quality and efficiency have little to do with whether a company is public or private.

PRIVATE SIDE. Before Harte-Hanks Communications Inc. of San Antonio returned to private status through a leveraged buyout in 1984, "We were really at the mercy of Wall Street," says John T. Williams, a company executive. As a publicly held firm, there was "tremendous pressure to have 'up' quarters all the time—and no surprises."

> *"I don't know of a public company that isn't worried about quarterly growth."*

Williams, publisher of The Bryan-College Station (Texas) Eagle and president of Harte-Hanks' Southern Group of newspapers, says he felt that "pressure from above and communicated that pressure to people who worked for me."

Translated into daily operations at the Eagle, it could mean delaying expenses such as sending someone to a seminar, holding off on a trip or a charitable contribution, and finding other ways to keep expenses out of a particular quarter when revenues might be slipping or pulled down by seasonal variations, Williams says.

"Anything that was discretionary, we'd try very, very hard to keep it out of the first quarter," when newspaper revenues often sagged, he says. Quarterly pressures also meant that projects might be timed to start when they would have the least impact on profits, rather than when the launch might offer the best chance of success.

Williams says the nature but not the level of pressure has changed now that the company is private. The push is "not to make this quarter's numbers" but to maximize the company's value over the long run, he says. Although Harte-Hanks took on heavy debt to go private and must consider lenders' expectations, Williams—one of 34 current stockholders in the company—says "the time horizon (for planning and operations) is much longer."

William Dean Singleton, president of privately held Garden State Newspapers Inc., is also emphatic about quarterly pressure at public companies. "I don't know of a public company that isn't worried about quarterly growth," he says. Singleton, who owns 30 percent of Garden State, says he bases his thinking on feedback from friends at public companies and on high-level managers from public companies he has interviewed for jobs.

Being privately held "gives you more freedom in every respect," including the leeway to take your lumps in the short run in order to benefit over the long haul, says Singleton.

With an eye on the future, two-year-old Garden State has accumulated 22 dailies. However, before the company was formed, Singleton and Richard B. Scudder, also a partner in Garden State, bought The Gloucester County Times of Woodbury, N.J., from then publicly held Harte-Hanks.

That year, 1983, the Woodbury newspaper absorbed some short-term lumps, Singleton says, as it spent about $200,000 opening a bureau in a fast-growing township where the newspaper's penetration was low.

The money came "right off the bottom line," but it was well spent because penetration and advertising sales in the township have increased significantly, he says. A publicly held company would probably not have moved with such dispatch, he adds.

Singleton says Garden State also has

kept subscription and single-copy prices of its newspapers low in order to expand the circulation base. To him, that is part of the company's strategy of foregoing a short-term revenue boost in exchange for long-run gains.

At McClatchy, Potts describes a similar approach. "I could immediately yank up earnings by raising those (circulation) rates." But the beauty of a privately held company, he says, is the freedom to distinguish between profits needed "to maintain long-term health" and profits that impress shareholders.

"The opportunity at least exists for a privately held company not to be captive to that profit mania as much as a public company," he says.

At the Santa Ana, Calif., headquarters of family controlled Freedom Newspapers Inc., President D. Robert Segal says he, too, believes private status provides extra operating room.

"The very nature of a publicly owned company seems to require bureaucracy, specialization and a certain amount of show business," he says. Segal calls this neither good nor bad but makes clear he is glad to be working for a private company.

Presentations loaded with statistics and projections are to Segal part of the "show business put on by management for the owners" to convince them that "by God, we've got good managers." Referring to what he sees as extra demands upon executives of public companies, he says, "Perhaps some of it makes sense, but it's (mainly) a good show."

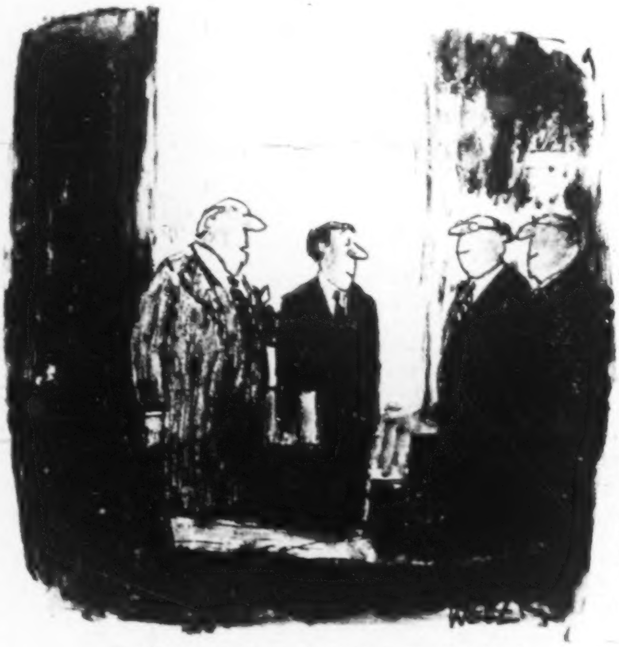
PUBLIC SIDE. At publicly held companies, executives take issue with the contention they face pressure to produce regular increases in quarterly profits.

That holds even for Gannett Co., which is quick to note in its 1985 annual report that "record earnings continued at a steady, dependable pace, marking 73 consecutive quarters of higher earnings, a performance also unmatched by any other media company."

The analysts have come to expect that kind of performance, and "we try not to disappoint them," says Douglas H. McCorkindale, Gannett vice chairman and chief financial and administrative officer.

McCorkindale says Gannett's financial success reflects a long-range focus that anticipates business trends and pays off in the short run by producing quarterly gains. Gannett, which had 1985 revenues of $2.2 billion, is too large to shift significant expenses from quarter to quarter to turn a potentially bad showing into a good one, he says.

Should Gannett have a quarter when profits fell, McCorkindale does not think there would be very much impact on the price of its stock. "We don't feel any pressure to keep the (higher) quarters coming," he says.



"George Tully is a reelly first-rate individual, up from second-rate this past quarter."

Drawing by Weber; copyright 1986, The New Yorker Magazine Inc.

Gannett has managed to keep its upward march of quarterly profits despite its launch of USA Today in the fall of 1982. Publication of USA Today first meant educating stock analysts that the new national newspaper would not bankrupt the company, then persuading them that its early circulation gains would not mean a quick bonanza, McCorkindale says.

USA Today is expected to become profitable late next year, he says. The timetable means Gannett will have absorbed five years of financial red ink at the colorful paper—not a short wait, McCorkindale notes.

Williams of Harte-Hanks says Gannett has done a phenomenal job of producing better quarters while financing USA Today, but he adds, "it's fair to raise (the question of) what impact that had on its local newspapers."

Circulation price hikes have helped Gannett's revenues, and McCorkindale says the increases may have contributed to the approximately 1-percent drop in circulation at the company's local newspapers in 1985.

However, he says other factors were at work within the group, such as the declining fortunes of evening papers nationally—the bulk of Gannett's dailies are p.m. publications—and combining morning and evening papers.

McCorkindale adds that where Gannett has raised prices, it has done so because it believes the newspapers are worth the price and that readers are willing to pay the higher cost.

At another public corporation, Dow Jones & Co., family control is as present as it is absent at Gannett.

Frederick G. Harris, senior vice president and chief financial officer of Dow Jones, says the family regards the company as a "quasi public trust." That family control shifts the focus away from quarterly reports, he says.

"We can take the long-term point of view, recognizing that if institutional investors become disenchanted with our stock, they could sell and put downward pressure" on the price, but "so be it," says Harris.

No single institutional investor has ever owned more than 1 million shares, or about 1.6 percent of Dow Jones' common stock, and the norm of such ownership is around 500,000, Harris says. Moreover, Dow Jones last reported lower profits in the third quarter of 1984 and has produced a compound growth rate in the last 10 years in the 18-percent range. "We would not be unduly concerned if we had a down year"—the last one was in 1976—and "we would not do anything to hype a down year," he says.

Harris says the company has risked money on projects with long-term payoffs such as Dow Jones' now-profitable investment in The Asian Wall Street Journal [presstime, Jan. 1986, p. 28]. Another example, he says, is the company's launch of The Wall Street Journal/Europe, which is not expected to be profitable this decade. The Journal was introduced in Asia in 1976 and then in Europe in 1983.

At A.H. Belo Corp., which publishes The Dallas Morning News, profits were down in 1985 from the year before.

Robert W. Decherd, Belo's president and chief operating officer, says how much quarterly pressure a company faces depends on how it presents itself to the investment community. At Belo, which first sold stock to the public in 1981, the company made clear from the outset that investors interested in "predictability in quarter-to-quarter earnings should not buy our stock."

By casting itself in that light, Belo attracted sophisticated, institutional investors who were "comfortable with our operating strategy," Decherd says. That strategy includes heavy debt and a downward pull on its earnings from interest expense and goodwill from acquisitions.

Decherd notes that cash flow is bringing down the debt "at a very rapid rate," and "people who own our stock understand" the use of debt [presstime, April 1986, p. 6].

Madigan of Tribune Co. makes a similar point about relationships between stock analysts and a company. "I think one of the most important things is that the analysts understand you. They can tolerate a down quarter much more if they know it's coming."

At the Chicago company, control by heirs of the founding families has given way to a broadly held stock. The holders include institutions, which may have goals different from a family with a love for the business, Madigan observes. However, "we have some sound institutional investors who like our business," he says, "and many are in for the long haul."

The Tribune first offered stock to the public in late 1983 but years before had been issuing reports on earnings and selling bonds. The extra scrutiny that comes with being publicly held is not a hindrance but an incentive to perform better, Madigan maintains.

MIXED PORTFOLIO. In the end, no clear-cut answers emerge about fundamental differences between publicly and privately held companies in the newspaper business. That may be because of the diversity among companies on both sides of the divide that separates the two.

At Park Communications Inc., founder Roy H. Park says going public in 1983 has caused few changes at his company. The only difference, says Park, who controls 90 percent of the stock, is "you stand naked every quarter when you make your earnings [report] available."

Government reporting rules require that publicly traded companies file reports that range from annual and quarterly financial statements to proxies with details such as top executives' salaries.

While many annual reports are full of glossy photographs on heavy paper, Park has kept its version slender and fairly plain. The company uses all its profits to nurture growth, and Park still meets with key executives every Monday to talk about problems, goals and the company's performance over the past week.

His control and personal hand in management is just the sort of situation that helps blur the line between publicly and privately held companies.

J. Kendrick Noble, a media analyst at PaineWebber Inc., says family influence at companies with newspapers seems to make no difference in the type of investors attracted by publicly traded stocks. What draws many of them, he says, is the predictability and growth in earnings that newspapers can produce.

When that growth does not show up in a quarterly report, a stock's price can tumble, Noble acknowledges. But he believes investors distinguish between a down quarter that is an aberration and one that is a sign of things to come.

Echoing Tribune's Madigan, Noble says investors respond best when they know what to expect. "The market hates uncertainty. In the event of uncertainty, it's likely to assume the worst."

Professional investors for institutions—which own a high proportion of the publicly traded stocks in the United States—are no different, Noble says. While they also face pressure to produce a good quarterly showing for the institutions they represent, he believes they take the long view if a company's vital signs are good.

At many publicly held, newspaper-owning companies, family holdings of stock have blunted the impact of investors interested only in profits, says Steven H. Star, a member of the faculty of the Sloan School of Management at the Massachusetts Institute of Technology.

Should that family control weaken and the economy sour, he worries that a public company in trouble might be under pressure to import "the fix-it, turnaround artist who last year did breakfast foods, the year before that a retail chain."

"Newspapers are a special kind of business," says Star, who has done consulting in the industry. "They have a soul, almost," and they are "not something you move hired hands in and out of." ☐

I DON'T WANT TO SPEND A FORTUNE ON A FRONT-END SYSTEM. I DON'T WANT TO GO 5 OR 6 PLACES FOR PARTS & SERVICE. AND I DON'T WANT TO REPLACE THE WHOLE THING IN A YEAR OR TWO. DOESN'T ANYONE UNDERSTAND?
MYCRO-TEK DOES! THE MYCRO-COMP™ 550 IS THE SOLUTION.
PUBLISHER
KW

It may be only $126 a week,* but it's all Mycro-Tek. Call us and ask about the Mycro-Comp 550...the solution for weeklies and small dailies..

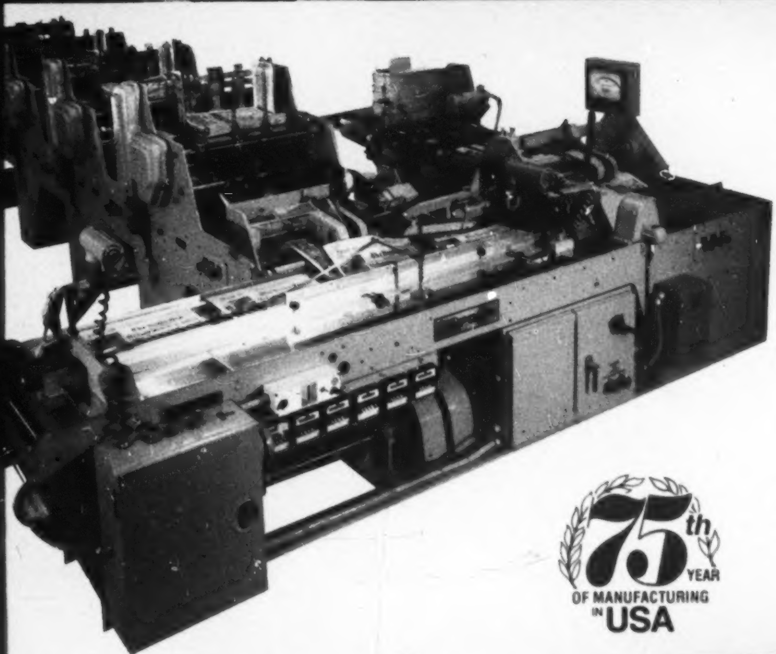
*Average weekly cost of sample system purchased on 60-month non-cancellable lease.

MYCRO-TEK

9229 East 37th Street North • P.O. Box 47068 • Wichita, KS 67201 • In Kansas, (316) 681-0550

"The McCain 660 turned out to be a dependable investment... not an expense."

Gregory Cushman, President
Loren Dyer, Operations Manager
THE BULLETIN
Bend, Oregon



75th YEAR OF MANUFACTURING IN USA

"The McCain 660 inserting machine has done everything we expected and more. It has turned out to be an investment...not an expense. It's dependable, in averaging more than 12,500 papers per hour, with either single or multi inserts. I would recommend the serious consideration of the McCain 660 for anyone planning to purchase a stuffing system."

McCain users across the country are quick to praise the 660's performance and dependability. It incorporates any number of in-line insert stations, so that all stuffs are gathered in a single pile. The gathered stuffs are then inserted into the body of the paper in one smooth, continuous operation. Difference in size and thickness of stuffs is, therefore, not a problem. There's a 660 system available to fit every stuffing need. Write or call for details. McCain Manufacturing Corp., 6200 W. 60th Street, Chicago, IL 60638, 1 312 586-6200.

McCAIN 660
NEWSPAPER STUFFER

Every day 50 millio
NAPPlate

Consider why NAPP is the leading newspaper printing plate supplier.

QUALITY. NAPPlate* IV maintains a 99.9% quality acceptance rate, assuring consistency and on-time press runs. Our new NAPPlate V will improve print quality and productivity.

TECHNOLOGY. NAPPflex,* the newspaper plate which meets the requirements of flexographic printing, offers an innovative way to upgrade your print quality.

COMMITMENT. The newspaper business is

papers printed with
hit the street.

our only business and we share your concern for printing excellence. Our Best in the World™ Contest recognizes our customers' pursuit of high quality printing through competition with their peers worldwide.

Fifty million newspapers hit the streets daily with help from NAPP. Consider NAPP your resource for the best in printing plates.
We will be at booth 1513 during this year's ANPA conference at the Georgia World Congress Center.

NAPP.

Alternative Arrangements for WORK

Newspapers are slow to adopt 'telecommuting,' 'flextime,' other workplace changes

BY CLARK NEWSOM
presstime labor writer

Widely publicized alternatives to traditional job arrangements such as "telecommuting," the four-day workweek, "flextime" and job-sharing are not sweeping across the newspaper business. But there are signs of change.

A few U.S. newspapers successfully have adopted new work policies in response to shifts in economic, social and demographic patterns. Those shifts, human resources specialists say, have resulted in a departure from the traditional family lifestyle in which the father worked and mother stayed home with the children.

One of the newest, and perhaps one of the most appealing, of job alternatives for many workers is telecommuting or "computer commuting," in which the employee stays home and communicates to the office via computer.

So far, however, there are only a few examples of its adoption by newspapers.

Susan L. Hartt

The Washington Post's Jonathan Yardley works in his Baltimore home.

One journalist who has found it to be a workable alternative is Jonathan Yardley, a Baltimore resident who is book critic of The Washington Post. He goes into the office some 40 miles away only once a week, every Monday morning, for a meeting. The rest of the week he spends at home producing two reviews and a column Tuesday through Friday.

The Post supplies Yardley with a computer and telephone modem to file his material. Yardley says he has two reading days and two writing days in which he turns out about 2,300 words per day. "I really have to do five days' work in four days because of the day in Washington," he notes.

The big advantage to working at home is that "I'm not interrupted often," he says. The only disadvantage is the lack of "human connections." After spending years in an office, "I miss that," he says.

Indeed, some psychologists have suggested that working at home can impose a lack of motivation and a sense of isolation.

Several newspapers' one-person Washington bureaus also are run out of the correspondents' homes [presstime, March 1984, p. 23].

Most of the national correspondents for The Philadelphia Inquirer have offices at home and file their copy by modem, as do several columnists for The New York Times.

An example of telecommuting on a smaller scale is at The Seattle Times, where Systems Editor Steve Raymond notes that a music critic occasionally transmits a story from home as do some reporters.

Such examples notwithstanding, the newspaper business has yet to take computer commuting to its bosom.

"I don't see as a practical matter how a majority of newspaper employees could function from their homes," says Charles N. Mock, senior vice president/personnel of The Providence Journal and Bulletin. "Reporters could communicate through computers with their desk people on a limited basis. But they need the frequent personal contact with not only their editors but their peers.

"Advertising salespeople by the nature of their job need frequent contact with their clientele as well as their managers," Mock says. "Production people obviously can't work out of their homes. For business office and clerical people, I see no application, as they all require frequent contact with other employees and direction from their managers."

At The Oregonian in Portland, where the subject has been discussed by editors, Assistant Managing Editor Judson Randall comments, "I don't think it will ever get to the point where newspaper people will spend all of their time at home. . . . I don't think it will ever replace the newsroom as we know it."

Nonetheless, The Newspaper Guild is keeping a watchful eye on the practice. It fears the possibility of a trend developing in use of off-site computers that could result in its members working unpaid overtime. Delegates to last year's Guild convention were urged to monitor any such developments closely [presstime, Aug. 1985, p. 46].

TIME CLOCK ADJUSTMENTS. There has been somewhat more activity at newspapers in adopting the concept of fewer days in the workweek—particularly in non-editorial departments.

Pressmen and printers working the night shift at The Gazette of Montreal have a four-day workweek of 30 hours in their labor agreements with the Graphic Communications International Union and the International Typographical Union respectively.

In the United States, there is a four-day workweek in the composing room of The Journal-Gazette and The News-Sentinel in Fort Wayne, Ind. Under the ITU contract, the workweek is 30 hours for the day shift and 29 hours for nights.

Several editorial employees of The Sacramento Bee work a four-day, 37½-hour week. The three-person payroll department of the Long Beach (Calif.) Press-Telegram works four 10-hour days.

Similar developments have come more slowly in editorial departments. Since 1965, the Guild has pushed for a four-day, 28-hour workweek as one of its bargaining goals. The closest the union has come to achieving it is the 33-hour week in the labor agreement covering advertising and editorial employees of The Daily Evening Item in Lynn, Mass. That agreement provides for four seven-hour days and one five-hour day.

The Columbian of Vancouver, Wash., recently experimented with having its six photographers work four 10-hour days, but the trial was unsuccessful. "It left us too thinly staffed at critical times," reports Managing Editor Dennis D. Dible.

The newspaper is now experimenting with a four-day week for its nine-person copy desk, three of whom remain on a five-day schedule. "It's working very well," Dible says. A key factor, he says, is that the schedule was devised by the people on the desk.

Another way to rearrange work hours is to implement a "flextime" schedule, in which workers are given a "window" of time to start their day. Employees may choose, for example, a starting time between 7 and 9 a.m. Quitting time depends on when work begins.

Flextime also is not prevalent at many newspapers, although The Oregonian has some arrangements in the personnel, accounting, credit and classified departments, according to Personnel Manager Frank E. Lesage.

The Seattle Times adjusts work hours, but "we don't call it flextime," says Personnel Manager Thomas C. Bryan. Employees who desire different hours can talk with their supervisors, and accommodations will be made if feasible, he says.

JOB SHARING. Creating greater interest among many people in the newspaper business is yet another innovative work concept: two employees' sharing one full-time job. Neither management nor labor has thrown up much of a roadblock to the plan.

"The Guild sees job sharing as one of several alternative-work-schedule options that could help Guild members better balance work and family, or their personal lives, as well as an important step in achieving equality in the workplace," says Anna M. Padia, the union's human rights coordinator.

"I endorse the concept," says Keith R. Fuller, director of employee relations for McClatchy Newspapers of Sacramento,

Studies urge employers to accommodate new worker needs

Two new studies examining major trends in the U.S. workforce and workplace urge employers to respond to the need for better trained workers and to changes that have dramatically affected the family.

The first, "Employment Policies: Looking to the Year 2000," found evidence of "a growing and pervasive mismatch" between the nation's employment needs and workers' capabilities. The study was released in April by the National Alliance of Business, an independent, business-led, non-profit organization based in Washington, D.C.

The report estimated that basic deficiencies in employees' reading, writing and computing skills will add to company costs "through lower productivity, higher supervisory time and poorer product quality."

The alliance said business can assure that workplace needs will be better met if business people join with educators and trainers in the training and re-training process. "Employers must be more involved in our education system and training institutions and in the development of community strategies," the report said.

Over the next 10 to 15 years, the workforce will undergo a major change in composition, the report noted, with women accounting for the majority of labor force growth. Families with both parents working will become more common, increasing the demand for child care during working hours. Businesses need to consider flexible work schedules or greater part-time opportunities to meet the needs of parents, the report said.

The other report, "Work and Family: A Changing Dynamic," was released in April by the Washington, D.C.-based Bureau of National Affairs Inc., a private publishing company. It noted that today's families include two-earner couples who are delaying parenthood until careers are established, single-parent households, families that must care for an elderly dependent and families with children where both parents work. The needs of these "new" families are different from those of the 1950s, it said.

Fewer than 10 percent of the population lives in a family that is headed by a male breadwinner and a mother who stays home, according to BNA. More than half the children 13 years old and under live in a family in which both parents, or the only parent in the home, work.

Who takes care of these children is just one of the work and family issues that must be addressed, the report said.

A task force of ANPA's Human Resources Committee's personnel subcommittee is considering employee relations issues in the year 2000 and is expected to issue its report this fall [presstime, Nov. 1985, p. 61].

"but, obviously, it has to fit the individual job involved and the individuals involved."

Job-sharing partners sometimes are closely related, especially so at The Baltimore Sun, where a husband-wife team has filled one full-time job on the education beat since 1984. Reporters Will Englund and Kathy Lally approached management with the idea after their first child was born in 1982. A formal agreement was worked out and signed by the two employees and by Metropolitan Editor Tom Linthicum.

The agreement called for a nine-month trial, with the reporters' dividing the job by working alternate months. As it has turned out, they trade after five, six or seven weeks. "We tend to work more diligently" as a team, Englund reports. "We think alike. It works out great."

"I feel it is an experiment that has worked very well," says Linthicum. But he adds: "I'm not sure it would work in every circumstance. It would have to be done on a case-by-case basis."

The editor says there is no loss of continuity because "they (Englund and Lally) constantly talk about the beat."

One benefits package is granted the position. For example, Englund claims medical insurance and Lally is covered as a dependent. Sick leave and vacation are prorated according to the actual hours worked by each employee, not to exceed the equivalent of one full-time employee's accrual.

Another husband-wife job-sharing arrangement involves a Washington correspondent's slot for the St. Louis Post-Dispatch. The couple arranges time so that one person works in the morning and one in the afternoon. That way, one of them is home with the children at all times.

But some pairs who are sharing jobs are not related. For example, at the St. Paul Pioneer Press and Dispatch, two women—both of them mothers—fill a feature-writer position. They work alternate weeks.

There are several job-sharing arrangements at The Columbian in Vancouver, Personnel Director Ann Michael reports. For example, two advertising department assistants fill a full-time job, with one working three days and the other two days a week. A similar arrangement exists for a cashier/receptionist position, with one person working five hours a day and the other three hours. If one employee is absent, the other works the full shift.

Job sharing could get a boost in popularity, because the Associated Press has agreed to experiment with it.

Under terms of a new labor agreement with the Wire Service Guild, two employees may share a regular job, with wages being prorated according to number of days worked, says Wick Temple, AP director of human resources. AP will pay the equivalent of 100 percent of one employee's benefits.

The wire service is not obligated to find a job-sharing partner for an employee who wants to share a job.

In the case of two regular staffers who would like to share a job during the experimental period, a temporary employee may be hired to replace one of them in a full-time position, with the understanding that the temporary will leave the company if both employees want to return to full-time jobs.

The experiment is so new that the first job-sharing arrangement has yet to be made, Temple reports. ☐

Brightness
Opacity
Color:
Dominant Wavelength
Saturation
Luminosity

CAN YOU MEASURE THE QUALITY OF YOUR NEWSPRINT?

IF YOU CAN'T FILL IN THE BLANKS, YOU PROBABLY AREN'T GETTING THE NEWSPRINT YOU NEED.

Quality printing demands quality newsprint . . . especially for quality color reproduction.

Today's increasing demands for color, by advertisers and consumers, require greater control of newsprint brightness, opacity and color. And now you have it.

Technidyne's MICRO TB-1C allows everyone to clearly communicate these values with real numbers that everyone understands. The simple-to-operate MICRO TB-1C provides accurate, reliable, standard measurements . . . a common language. Every time.

Newspapers can order quality newsprint with confidence, and check those orders when they arrive. Mills know what to produce. Exactly. Everyone will be talking the same language. At last!

Contact us today for more information or a demonstration. Or visit us at the ANPA Show, Booth #3503.

Technidyne Corporation
100 Quality Avenue
New Albany, IN 47150-2272
(812) 948-2884 Telex: 204066

NEXIS®

computer-assisted research in news, business, sports, science & technology, medicine, patents, law, politics & government...

For more information on how you can use your personal computer to gain access to NEXIS, call 1-800-227-4908.

MeadDataCentral
P.O. Box 1830, Dayton, Ohio 45401

'HUCKLEBERRY' WRITING WANES

STRINGERS

Backyard-fence social columns inched out by more traditional journalism

BY MARCIA RUTH
presstime staff writer

As an Indiana editor remembers "Miss Oliver," she "kept her notes in a spiral notebook hung from a refrigerator door handle because it was near the phone." When people called, she would write things down, "and when she filled two pages, writing in pencil in her spiral notebook, she mailed it to us," says Stewart Huffman, editor of The Republic (evening, circulation 22,629) in Columbus.

Upon its arrival, Huffman recalls, the handwritten pages went to a Linotype operator "who always knew what Miss Oliver wanted to say" and therefore functioned, in effect, as her editor. For her labors more than two decades ago, "Miss Oliver received a complimentary subscription to the newspaper" each year.

"All of us had country correspondents in 1964," he says, recalling an American Press Institute seminar at which they were called "huckleberry" writers on the "chicken dinner" circuit. "But since then, we have been backing away from that kind of coverage."

The Columbus paper is part of a trend that has swept through many small to mid-size dailies across the United States. No matter how "wonderful and colorful" stringers were in the heyday of what John M. Lavine, publisher and editor of the Lavine Newspaper Group in Wisconsin, calls "backyard-fence news," they are on the wane. They're being replaced by a more modern breed of correspondent or not replaced at all—a slice of Americana vanishing from the landscape.

"The only so-called stringers we have left are the ones who have been on the payroll, so to speak, all their lives," says Robert Harper, managing editor of The Frederick (Md.) Post (morning, 22,113) and The News (evening, 14,842). "We're letting those die of attrition, and we're not replacing them."

Carroll Hall, Bangor Daily News

Doris W. Pratt of Castine, Maine, has been a Bangor Daily News stringer more than 30 years.

Although many editors agree with Harper that such stringers are "frankly more trouble than they're worth," others remember them fondly.; "God bless the little old ladies in tennis shoes," says Paul Reynolds, managing editor of the Bangor (Maine) Daily News, who credits them with providing a needed service while the paper was building up to its present morning circulation of 78,816.

For dailies that remain in the stringer business, especially those covering wide circulation areas, it is hardly business as usual.

Some have chosen to keep neighborhood stringers but to bring "Miss Oliver" into the 1980s, assigning full-time editors to coordinate stringers' work and in some instances providing them with portable computers to use in transmitting copy from their homes.

Other papers are using more versatile correspondents whose responsibilities resemble those of staff reporters.

And many continue to use part-timers for specialty jobs, such as writing a column about organic gardening or assisting in covering the wide variety of spring sports.

STRINGING ALONG. Who are today's stringers, and how are they paid?

Compared with their predecessors, they tend to be better qualified and to cover more legitimate news, observers say.

As for pay, it varies as much as the many different ways in which stringers are used.

At Lavine's papers in Wisconsin, stringers are paid "by the project, by the inch, by the photograph, by the assignment. It depends on what they are doing," he says.

Like many papers, the Roanoke (Va.) Times & World-News (all-day, 123,139)

Mark Crowley, The Republic

Skye Saveson, The Times-News

Former teacher John McMahan (top) is a truck farmer who writes the column "Farmer John Outdoors" for The Republic of Columbus, Ind. Dave Lewis (above, left), correspondent of The Times-News, Twin Falls, Idaho, covers the Idaho Winter Special Olympics in Sun Valley.

uses stringers primarily to provide copy for zoned editions. For work published in the Neighbors section, they are paid by the story and by the photograph, says Managing Editor William K. Warren, with variations based on "subjective judgment made not just on the length but on the difficulty" of the assignment.

With the increasing number of challenges by The Newspaper Guild to the use of stringers by major metropolitan dailies, there is growing caution among smaller papers about how stringers are used and rewarded.

"Our position is that anything that can be written by staffers ought to be written by staffers, whether they be full-time or part-time," says J. William Blatz, director of field operations for the Guild, which is generally stronger at the metros than at small papers. In making assessments on whether stringers should receive the benefits of staffers, Blatz says the Guild looks at such criteria as how they are paid, who supplies the equipment they use and how assignments are made.

At the Independent Journal in San Rafael, Calif. (evening, 38,384), which uses stringers only occasionally, Editor John M. Flanaghan cautions: "I think it is important for newspapers to be right up front with stringers on how they get paid and what they get paid for, and what they can do and what they can't do."

COORDINATION CRITICAL. One of the things editors invariably say about stringer operations is that proper coordination is essential for smooth operation.

Far from the old tradition of individualized correspondence, the "key ingredient" now is the regional editor, says Managing Editor Stephen Hartgen of The Times-News (morning, 20,563) in Twin Falls, Idaho. At his paper, the regional editor coordinates stringers' assignments, edits their copy and participates in the paper's training program for part-timers.

"You can't expect a correspondent in a local community to be an expert on libel," says Hartgen, and the editor has to be "willing to buck the copy back if it doesn't meet the standards."

The Idaho daily "went through a phase of getting out of the correspondent business," then decided it was the most efficient way to cover a circulation area that Hartgen describes as "a big piece of real estate without too many folks."

With that area stretching 80 miles in every direction across eight counties, "local news is our franchise," says Hartgen. "Nobody is going to cover Southern Idaho like we do." Yet, like many papers of its size, The Times-News had to balance the lack of appeal among full-time reporters of covering a "West Buggywhip, Idaho, city council meeting," with the fact that "the people who live in West Buggywhip want to see something about them in the news."

The solution Hartgen has adopted over the past few years is a network of about 18 correspondents located in smaller communities. Equipped with Radio Shack lap-size computers supplied by The Times-News, they send copy directly to the central computer in Twin Falls for the regional editor's review.

A similar newsroom safety valve is in place at The Republic in Columbus. "All of the (stringers') material passes through some responsible desk editor before it gets to the news editor and the copy desk," says Huffman. "Those people tend to challenge free-lancers just as they would anybody else."

At the Alton (Ill.) Telegraph (evening, 37,247), a newly appointed regional editor will be responsible not only for coordinating the work of the 20 stringers already on board, but also for recruiting new ones to more than double their ranks this year, says Executive Editor D.G. Schumacher.

Although the Telegraph covers an area much smaller than that of the Idaho paper, it includes portions of five counties and numerous small towns.

"We recognize the need for better and more local news coverage in all the communities we consider to be our territory, and it is simply not possible to get to all the governmental meetings," says Schumacher.

Incorporating tips from such meetings as well as "people features" from areas outside of Alton leads to "more efficient" use of staff time, says Schumacher. This way, "a full-time reporter can spend time writing a more meaty feature, or investigating something" rather than spending excess time on the road.

A MIDDLE APPROACH. However, other papers, faced with similar situations, have abandoned the traditional stringer system and replaced it with a network of people whose stature is somewhere between that of regular reporter and old-style, country stringer.

At the Bangor paper, which covers eight counties accounting for about two-thirds of Maine's geographical area, Managing Editor Reynolds has phased out most of the stringers paid by the piece in favor of what he calls "district correspondents."

In a system that he says "has been evolving over the past 20 years," these correspondents work for one of the paper's 10 news bureaus. Some full- and some part-time, they are paid a regular stipend rather than by the story, but their pay scale is lower than that of regular reporters.

At The Spokesman-Review (morning, 83,518) and Spokane Chronicle (evening, 44,872), a similar staffing pattern has evolved to cover areas far from the city.

After a few years of experimenting with stringer coverage of Northern Idaho, "what we discovered is there is a short-term gain and a long-term liability," says Managing Editor Christopher Peck.

"There is a sort of 'life history' to a stringer," he says. "The very best people inevitably were always pestering you for a (regular staff) job, so they became demoralized or moved on."

After a while, he says, "the value of the stringer for the community is replaced" by the awareness that remote areas have not been given the priority staffing accorded the central city.

Consequently, the Spokane dailies have adopted a "two-tier" wage system, with correspondents in the field occupying the lower level. As in Bangor, these correspondents get "a minimum salary, no matter what," Peck says. In addition, they are also paid more for long or complex stories.

"It's so much better," he adds. "Paying by the inch, all you get is low-grade stories that are written too long."

Also backing away from the type of stringers it had two decades ago, The Patriot Ledger (evening, 89,153) has adopted a similar, two-tier system for covering the 28 communities it serves outside its home city of Quincy, Mass.

"Town correspondents" are paid a fixed, monthly stipend that is less than the compensation for regular staff reporters. Expected to turn out at least a story a day, each of the correspondents is supervised by one of the 13 regular reporters who coordinate coverage from the 28 towns.

While some of these individuals prefer to remain part-timers and have no ambition to report beyond their local communities, others use the town correspondent position as a springboard to full-time employment. In the past few years, says Managing Editor Thomas A. (Terry) Ryan, about half the Patriot Ledger's editorial vacancies have been "filled with correspondents moving up."

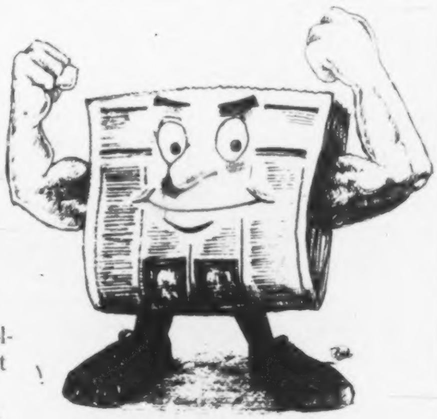
Beyond neighborhood reporting, many small and mid-size dailies use stringers for specialized pieces their own staff or syndicated columnists cannot provide.

"You can't use a (general) gardening column for a place where the altitude is over 4,000 feet," says Hartgen of Twin Falls.

In Columbus, Huffman located "Farmer John," a high school teacher of Russian and chemistry, who writes on organic gardening in the soils of Indiana.

In Southbridge, Mass, Executive Editor George Gears says The News (evening, 7,375) uses a retired physics professor to write on health care issues. One of his efforts was a series on the crisis caused by soaring malpractice insurance premiums—written before that subject became a hot, national issue.

"Sometimes (such writers) just show up at your doorstep," says Gears. "It's a lesson to all newspapers that there are some magnificent readers out there with knowledge. Keep your ears open." ☐



How your newspaper can meet the challenges of Marriage Mail, Radio, and TV.

Competition for advertising dollars is tough. Advertisers want to target their markets. This often results in newspaper advertising dollars being put into direct mail, radio, TV, and billboards.

So how can a newspaper get a greater share of an advertiser's budget?

Total Market Coverage (TMC) from Data Sciences is the answer. Because once you know your non-subscribers, you can develop a marriage mail package for your existing advertisers . . . and use it to solicit new advertisers.

Our **TMC** package is available with the Papertrak™ family of software which includes **Circulation Management, Display Advertising**, and **General Accounting.**

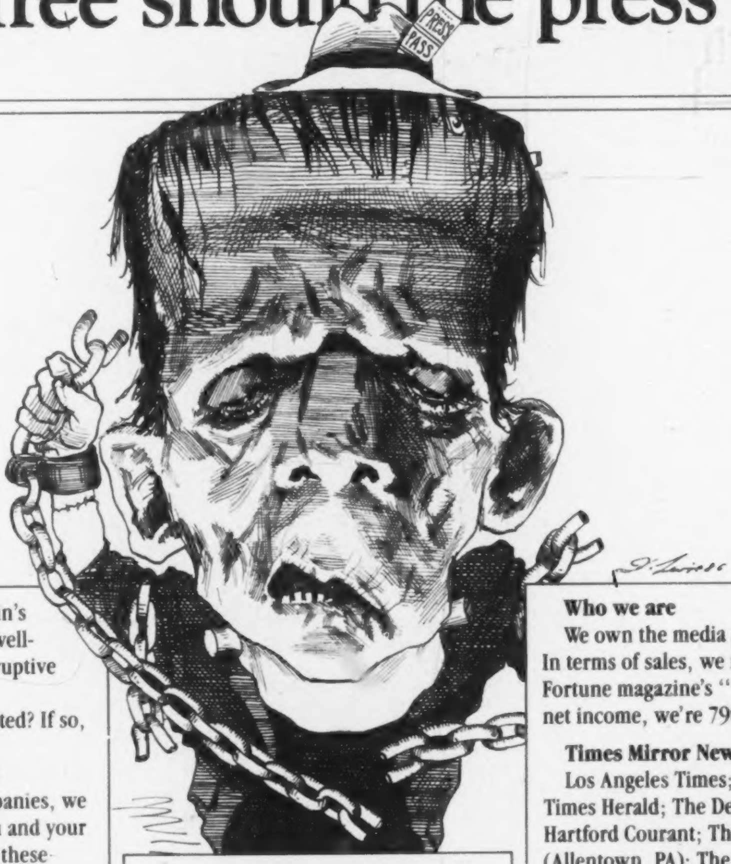
To find out more about this proven family of management tools and money-makers call:
800-826-7245

DSI
Since 1972

Data Sciences, Inc. 8555 16th Street Silver Spring, MD 20910

"The People & The Press," Ad #6 in a series

How free should the press be?



Is a free press Frankenstein's monster in disguise—a well-meaning but socially disruptive force?

Should its freedoms be limited? If so, where should the limits be?

As one of America's largest newspaper-based media companies, we felt we had to know what you and your fellow citizens thought about these questions, so we hired an expert to find out.

Between April and December, 1985, Gallup pollsters conducted over 4000 interviews on our behalf, asked nearly two dozen press freedom-related questions, and found:

- In general, the public values a free press, thinks its freedoms should take precedence over government prerogatives...but not over individual and community rights.
- Specifically, 54% think it should be difficult for government to stop news stories from being published; 26% disagree.
- 78% think reporters should be allowed to keep their sources confidential; 15% disagree.
- 42% think government should require the press to cover all sides of controversial issues; 48% disagree.
- 51% think government should outlaw election predictions; 42% disagree.
- 67% think the press should pay damages if a story turns out to be false; 19% disagree.

What do you think?

The primary purpose of this ad is to engage you in a dialogue about press issues—a dialogue that will strengthen the relationship between the press and the people it serves.

To that end, we'd like to know how free you think the press should be. Write our chairman, Robert Erburu, Times Mirror, Times Mirror Square, Suite 100, Los Angeles, CA 90053.

He's also the person to write for a summary of our "People & The Press" investigation or our new annual report. Or you can call our public affairs people at (213) 972-3946.

Who we are

We own the media properties below. In terms of sales, we rank 139th among Fortune magazine's "500." In terms of net income, we're 79th.

Times Mirror Newspapers:

Los Angeles Times; Newsday; Dallas Times Herald; The Denver Post; The Hartford Courant; The Morning Call (Allentown, PA); The Stamford Advocate and Greenwich Time (Connecticut).

Times Mirror Magazines:

Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News.

Times Mirror TV Stations:

KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

Times Mirror Cable:

Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Publishing:

Matthew Bender & Co., law books; C.V. Mosby, medical and college publishers; Year Book Medical Publishers, medical publications; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs; Jeppesen Sanderson, flight information and training.

Times Mirror

We're interested in what you think.

GOSS Newspaper Products

THE GOSS MPCS: ONLY A ADVANCED COULD BE SO

The revolutionary new Goss® Modular Press Control System™ (MPCS)—integral to the latest generation of Headliner Offset® presses—constitutes a quantum leap forward in newspaper productivity. As operationally simple as it is technologically sophisticated, the MPCS provides new capabilities for shorter makeready and reduced waste through computerized presetting and running adjustments.

Redefining user-friendliness, a menu-driven, touch-sensitive work station display is the key to MPCS simplicity. Following a fast self-diagnostic precheck of system software and microprocessors, the MPCS uses computer intelligence to help the operator select, preset and later adjust press functions from the quick-response touch-screen menu. Subsequent color-coded displays quickly confirm input, progress and function achievement—or report unattainable commands and describe the problem.

Here's what this unique system means to you. In addition to fast makeready and greater manpower efficiency, the flexible, powerful MPCS also produces significant materials savings. For example, inking values are defined across the web based on stored computer information. Paper is similarly conserved, with waste-reducing adjustments made automatically before any paper is used. There is no wasteful guesswork or experimentation.

MPCS advantages don't end there. The system allows better use of pressroom manpower—for example, multiple work stations on a single press permit input by more than one pressman at a time. The sequence of presetting the press closely follows pressroom opera-

On the menu driven, touch sensitive display, the operator begins to set the press.

By simply touching the MPCS work station display, a single operator can preset press functions. The productivity programmed central computer takes it from them.

Headliner Offset **MPCS**

SYSTEM SO SIMPLE.

The new Goss Modular Press Control System achieves significant technological advancement for the newest Headliner Offset presses (a four-color unit is shown).

The display verifies ink zone settings.

On another couple, a problem is indicated on the display.

tions—for example, pages can be input as available and the system automatically presets ink zones for each page. Other MPCS benefits: easier circumferential and sidelay adjustments. Running adjustments by plate or page. Specially designed diagnostic features for checkout and maintenance. Library of impositions. Press settings for a frequently used or an interrupted job can be saved and recalled at the operator's command.

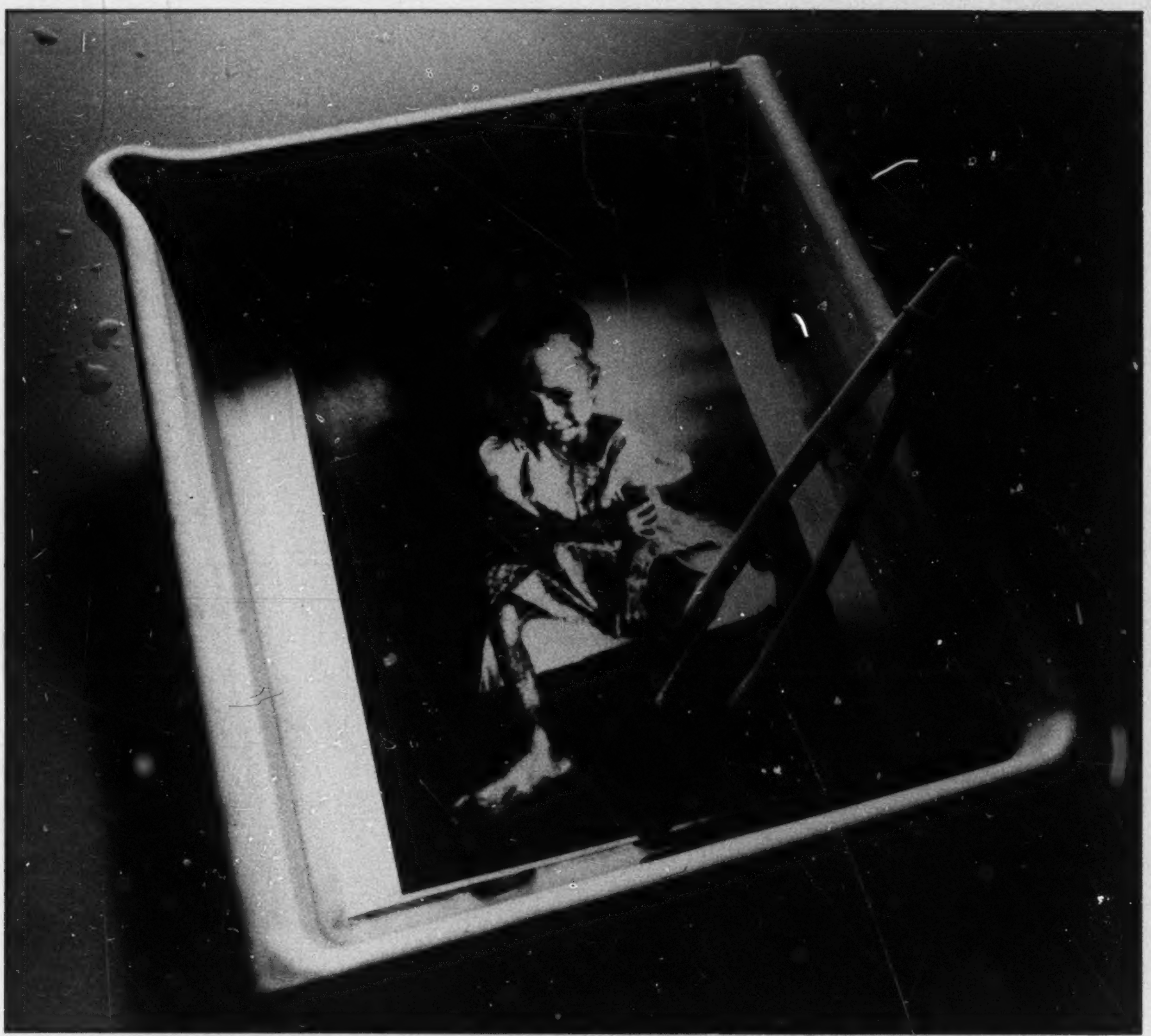
There are important initial economies, too. With the building-block design of the MPCS, you order only what you currently require. The MPCS has assured expandability to grow as your requirements and press operations grow. It is easily maintained and accommodates a wide range of peripherals.

Perfected through more than 30 man-years of quality-assured development, the Goss Modular Press Control System makes the Headliner Offset press more than ever the world's pacesetter for newspaper productivity. For more details on MPCS potential in your pressroom, contact Goss Newspaper Products, Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Or phone 312-656-8600.

Rockwell International

...where science gets down to business

Aerospace / Electronics / Automotive
General Industries / A-B Industrial Automation



WE'RE DEVELOPING A REPUTATION

We're not surprised people are talking. Scripps Howard has some outstanding photojournalists in the family.

John Kaplan of The Pittsburgh Press was named runner-up photographer of the year in the National Press Photographers' Pictures of the Year Contest, and photographer of the year for NPPA's Region 3.

Bob Gwaltney of The Evansville Press won first place for features in the national NPPA competition…and then rounded out his winnings with a best of show and a first from the Indiana News Photographers Association.

Melvin Grier of The Cincinnati Post was named photographer of the year by the Ohio Newspaper Photographers Association. In all, the Post's photography staff won 33 awards…more than any other paper in the history of the contest.

To make sure the budding Kaplans, Gwaltneys and Griers get taken seriously, The Pittsburgh Press has organized The Pittsburgh Conference—an industry-wide seminar that provides an opportunity for reporters, editors and photojournalists to learn to work more effectively as equal partners to produce better newspapers.

It's all part of our goal to attract the very best people, and then make sure they get a chance to show their stuff.

We like getting that kind of reputation.

SCRIPPS HOWARD
NEWSPAPERS

PROFITS, POPULARITY HIGH

NEWSPAPERS IN NEW ZEALAND

Conservative reporting and old-time production methods illustrate sharp contrast with U.S. papers

BY GEORGE P. KENNEDY

Last year, early in the continuing diplomatic dispute over New Zealand's refusal to welcome nuclear-armed American ships, the New Zealand Herald, the country's biggest newspaper, published a selection of comment and cartoons about New Zealand from American papers. The dominant cartoon theme was a belligerent sheep. Both words and pictures conveyed an impression of ignorance of New Zealand politics, history, even geography.

The Rainbow Warrior sinking, with its French repercussions, reminded Americans again that there may be more to New Zealand than mutton and mountains. Still, it's probably a good guess that few even among the editors who found themselves publishing stories datelined "Auckland" know much about their colleagues at the other end of the telex.

Maybe they should. After all, American and New Zealand journalism spring from the same British roots and share Western political, economic and cultural traditions. Keith Sinclair, New Zealand's leading historian, quotes approvingly a 1903 American writer who said of New Zealanders, "They are the Yankees of the South Pacific." Sinclair adds that his country belongs to "a branch of New World civilization the main centers of which are Sydney, San Francisco and Auckland—the Pacific Triangle."

The journalism of those centers is strikingly different. A look at the differences may, for Americans, illustrate the tight controls exerted on even a free press by the law and custom of its society. Such a look may also serve as a useful reminder of how remarkably robust the American press really is, compared to the New World or the Old.

In profit and popularity, New Zealand papers would light up many American publishers' eyes. The four companies that, among them, own all but one of the country's major papers reported increases in profit ranging from 34 to 72 percent for 1984-85. The largest group, Independent Newspapers Ltd., made a profit before taxes of $16 (NZ) million on revenue of $130 (NZ) million. At current exchange rates, $1 (NZ) equals 53.5 cents (U.S.).

> *A look at the differences may serve as a useful reminder of how remarkably robust the American press really is.*

The 3.2 million New Zealanders buy 1.08 million papers per day. To match that readership rate, the 240 million Americans would have to buy 82 million papers per day instead of the 63 million last year. It's no surprise, then, that newspapers took 42 percent of the $444 million spent on New Zealand advertising in 1984, with another 27 percent going to the two government-owned television channels.

If American publishers might be forgiven a moment of envy of their New Zealand colleagues, American editors walking into a New Zealand newsroom are more likely to feel that they've stepped back 15 or 20 years into the past.

Reporters write on battered Royal and Imperial typewriters; copy editors scribble with soft lead pencils. In late 1985, there was not a single video display terminal in a New Zealand newspaper newsroom. The 33 daily papers, with a few exceptions, reflect this time lag in their appearance. Pages that are nearly three inches wider than in the United States usually are laid out in 10 columns whose arrangement often owes more to the jigsaw puzzle than to any notion of modular design.

Other differences are even more important. Most New Zealand editors' definition of news is much narrower than Americans'. Politics, crime and other disasters—manmade or natural—dominate content. Feature stories are rare and usually restricted to a separate feature page. Investigative and analytical stories are even rarer. (Asked in a 1985 survey how often their papers undertake investigative projects, 14 of the 23 editors responding said once a year or less.)

The revolution in lifestyle coverage that has transformed many American papers has yet to reach New Zealand. "Women's pages," as most are still called, rely heavily on recipes and household hints. Consumer reporting is almost unknown. The topics that most concern most people, male or female—topics such as sex, childrearing, aging, disease and coping with stress—are left mainly to magazines.

Nor have most New Zealand papers come to grips with the problem, painfully familiar to American editors, of covering the country's minority population. Maoris make up about 12 percent of New Zealanders, a proportion that is rapidly increasing. Yet despite the country's image abroad as a successful multi-cultural soci-

---

Kennedy, associate dean and associate professor at the University of Missouri School of Journalism, recently spent six months in New Zealand as a Fulbright lecturer. He is a member of the **presstime** *Advisory Committee.*

ety, the percentage of Maoris in newsrooms—less than 1 percent—is well below that of blacks in American newsrooms. One city editor expressed a common attitude when, at a conference last year, he responded to a Maori activist's complaint of inadequate coverage by muttering to several colleagues, "We give 'em two pages a day—the court news."

There is nary a VDT in newsroom of The Evening Post of Wellington.

The Evening Post, Wellington

INFLUENCES. Isolation isn't a sufficient explanation. No single cause can be. The influences that seem to a foreign visitor—and to many New Zealand journalists—most important aren't much different from the forces that also shape American journalism. They include:

- **The law.** Americans who see threats to free expression in some of our recent legal developments would feel absolutely muzzled in New Zealand. Libel law requires, for example, that you must be able to prove in court the truth of any defamatory statement. If Time magazine were a New Zealand publication, Ariel Sharon would be a major shareholder today.

It is against the law in New Zealand to publish anything that might influence a court case. As soon as two French spies were arrested last year, the editor of Auckland's New Zealand Herald ordered a halt to any reporting of the Rainbow Warrior affair beyond the printing of police press releases. He changed his mind only after stories from abroad began flooding into the country. It is even against the law to publish the contents of reports of parliamentary committees before those reports have been officially released. The political reporter of Wellington's New Zealand Times, a nationally distributed Sunday paper, was forced to apologize to Parliament for a story based on a leaked document that would have been routine in the States.

- **Social standards.** Though their humor is bawdy and their drama loaded with sex, New Zealanders think of themselves as being conservative. In many ways, they are. School children wear uniforms. Violent crime is still so rare that every rape or murder is front-page news. The women's movement is only 10 years old, and "feminism" is widely suspect.

Another important influence is New Zealanders' attitude toward authority. Historian Sinclair points out that New Zealand, unlike the United States or even Canada and Australia, clung to its colonial status stubbornly and had independence virtually forced upon it in 1907 by the mother country. Today, the royal family may well be more popular in New Zealand than in Britain.

A good many journalists conclude from all this that their readers may not be eager for too much skepticism, investigation or challenge of conventions.

- **Unions.** Labor union membership is virtually compulsory in New Zealand. Longstanding mutual support between printers and journalists has so far left video display terminals in the hands of printers, who use them to set into type what the journalists have written on typewriters or with pencil. There also is a uniform national wage scale within each craft, with a current top minimum for journalists of about $500 (N.Z.) per week. With few exceptions, the contract minimum is the salary paid; premiums for outstanding performance are rare. On the other hand, job security is guaranteed. Some editors and many staffers say that this wage policy reduces incentive for above-average performance and contributes to the regular loss of top journalists to Australia and Britain.

- **Education of journalists.** Until recently, most journalists began their careers by joining papers as cadets fresh from secondary school and learning the craft on the job. Now there are three formal journalism training programs, but none offers the mix of academic and vocational training in a university curriculum that is commonplace in America.

The biggest of the three takes about 60 youngsters a year, mainly from secondary school, and gives them a six-month introduction to the basic skills. The smallest, and most prestigious, is the University of Canterbury course. It takes 20 graduate students each year for a nine-month course that includes a little, but not much, history, theory and ethics, along with a solid introduction to the law and extensive practical work. An editors' committee voted last September to urge that the third course, which takes both post-secondary and post-graduate students, be cut from nine to six months with two classes a year to provide more entry-level staff.

(It may not be pure coincidence that New Zealand's leading investigative reporter has a journalism degree from the University of Arizona; the woman who chairs the fledgling organization of investigative reporters and editors has a master's from the University of Missouri School of Journalism; and the persistently progressive director of the country's Journalists Training Board, a union-management group that runs on-the-job training programs, did graduate work at the University of California-Berkeley.)

- **Competition.** In sport, politics and international trade, New Zealanders are vigorously competitive. In journalism, there isn't much competition. Most of the 33 daily papers enjoy effective local monopolies. Three cities have two dailies under the same ownership, including Wellington, the capital. Only in Auckland which has one-quarter of New Zealand's population, and Christchurch, the largest South Island city, is there head-on competition. Television is largely advertiser-supported, but there is only one national network, split into two channels but with little stress on local advertising or news. Most daily papers have headed off the suburban paper threat by publishing their own free TMC weeklies. Few New Zealand publishers feel prodded by competition either to change or to excel.

PRESSURES. The signals are multiplying, however, that some of the same pressures that have forced dramatic changes on American newspapers in the last generation are finally asserting themselves in New Zealand.

The technology gap may be the first to close. Independent Newspapers Ltd., which publishes both Wellington papers, all three national weeklies and four provincial dailies, in late 1985 dispatched teams of editors and production people to Australia and the United States to study computer systems. The company has told its unions that it plans to introduce VDTs into its newsrooms within a year and move quickly on into pagination. The unions haven't said yes, but many of the company's journalists, at least, see the change as inevitable and overdue.

New Zealand's journalistic traditions are under challenge from both women and Maoris. New Zealand currently has just one woman editor and one woman city editor on major papers. Young women are quickly becoming the majority in newsrooms, though. For the past several years, women have made up more than half the students in all three journalism courses. A fledgling organization called Mediawomen is starting to raise the same questions about treatment in newsrooms and news columns that have led to change in America. Most papers have decided, grudgingly, that "Ms." is acceptable for women who want it.

Pressure to improve hiring and coverage of Maoris is coming from the Journalists Training Board. The board has published a newsroom guide to Maori language and customs and has graduated the first class of 14 from a controversial training course for Maoris and Pacific Islanders.

The law is changing, too. The government has promised revisions in the defamation law. One likely change will limit the amount of damages that can be awarded. Another good possibility is the creation of a special defense for journalists, permitting them to escape liability if they can show they took reasonable care. However, John Burrows, New Zealand's leading expert on media law, says, "A move to the American 'public figure' rule would probably not be acceptable yet in this country."

A two-year-old Official Information Act, which replaced the Official Secrets Act, has eased some restrictions on government information. Many journalists compare it unfavorably to the U.S. Freedom of Information Act because the New Zealand law has no time limits, no appeal to the courts and several broadly stretching exemptions.

Talk of a national daily newspaper seems likely to remain just that, but Auckland is about to get the country's first local Sunday paper. The afternoon Auckland Star, owned by the second-largest media company, was on the verge of collapse less than two years ago. This spring it is dropping its Saturday paper and starting a Sunday edition. Both national Sunday papers, the serious New Zealand Times and the tabloid Sunday News, depend heavily on Auckland for readers and advertisers.

Two other recent developments may accelerate the rate of change.

INL has become the first New Zealand media company to expand abroad. Itself one-quarter owned by Rupert Murdoch, INL early in 1985 bought the daily in Pawtucket, R.I. Robson says the company plans to use it as a base for exposing New Zealand staff to American developments in technology and advertising.

The editorial side of the industry staged New Zealand's first conference on investigative reporting last September at the University of Canterbury. The conference organizers had expected about 25 reporters and editors and got more than twice that many.

Most importantly, the conferees concluded that New Zealand needs more aggressive, more sophisticated reporting and that reporters need more skills and more support for that kind of work. A steering committee was set up to work on establishing a network of interested journalists.

If that develops, and if the other forces for change can shift the weight of tradition, New Zealand newspapers may be able to tell their country's story more fully and more accurately. American cartoonists may find themselves forced to find a symbol to substitute for that belligerent sheep. And the South Pacific may feel an American influence more benign and arguably more important than nuclear warships. ☐

"Fourteen reasons why DataTimes can work for your newspaper."

The Washington Post
STAR Tribune
The Dallas Morning News
San Francisco Chronicle
The Seattle Times
Houston Chronicle
THE DAILY OKLAHOMAN
CHICAGO Sun-Times
Arkansas Gazette
THE JOURNAL RECORD
THE DAILY TEXAN
BATON ROUGE MORNING ADVOCATE STATE TIMES
AP Associated Press
SOUTHWEST NEWSWIRE, INC.

Newspapers large and small have found a cost-effective way to electronically store their clipping files. They use DataTimes to install, support and market their electronic library. Some of these libraries are in-house systems, others run on service bureau computers. All utilize BASIS,™ the industry's fastest, most comprehensive search and retrieval software, developed by Battelle Laboratories, the world's largest research and development organization.

DataTimes is designed to interface with almost any editorial system including DEC, Atex, SII, CSI and Hastech. DataTimes even offers optical disk technology for maximum cost saving of clipping file storage. The DataTimes electronic library allows reporters and editors to retrieve information in seconds from their own desks.

These newspapers have found DataTimes to be more cost-effective, reliable and usable than their old clipping files. A better newspaper is the result.

Join these prestigious newspapers and become one of America's Newspapers Online.

America's Newspapers Online.

DataTimes
818 NW 63rd Street
Oklahoma City, OK 73116
405-843-7323
800-642-2525

The Washington Post
PARADE

1986 Parade Publications, Inc. All rights reserved

INSIDE: What Makes A Champion?...By Dick Schaap

Six reasons why Parade is America's Sunday magazine.

Who. Who they read week after week. Pulitzer Prize-winning authors like Norman Mailer, David Halberstam, Carl Sagan.

What. What they read avidly: "Personality Parade"—America's best-read feature in print. Touching stories like that of James Stephens—a man who dedicated his life to saving children of lepers. And opinion makers/newsmakers like John Kenneth Galbraith and President Reagan.

Where. Where they read articles that are some of the most quoted in the world.

Why. Why they read it. Because Parade captures the fabric and texture of their lives. Sunday after Sunday.

When. Sunday morning. With Jack Anderson on Washington. Dick Schaap on sports. Earl Ubell on health. And colorful profiles and useful information from James Brady and Gail Sheehy. As well as tasteful tips and recipes from food editors Sheila Lukins and Julee Rosso, authors of the best-selling Silver Palate cookbooks.

How. How does all this affect you? Newspapers respond to their readers. And readers respond to Parade. So, last year, more than 150 newspapers responded by adding Parade. Find out more about Parade for your newspaper. For more information, call Parade's Publisher, Carlo Vittorini at (212) 573-7000.

PARADE

More readers want us.
More newspapers carry us.

'GRUELING' PROGRAM PAYS OFF

IJE Management Program

Helping minorities be managers

BY MARGARET GENOVESE
presstime staff writer

The Institute for Journalism Education made its mark in the newspaper business through two innovative crash courses in reporting and editing for minority journalists.

Now, the Berkeley, Calif.-based institute has taken on another challenge: training what it hopes will become a new wave of minority newspaper managers.

By expanding its focus to include minority promoting, IJE is reflecting the growing awareness throughout the newspaper business that a good minorities program doesn't end with the hiring process.

Newspaper executives have great expectations for the program, which graduated the first class from its new Management Training Center last October. John C. Quinn, chief news executive of Gannett Co. and editor of USA Today, says there is "no reason to believe IJE won't deliver again at this level."

Quinn and IJE President Ellis Cose were co-chairmen of the task force that recommended creation of the center. When he joined IJE three years ago, Cose recalls, "one of the things that seemed to make sense to me was for us to get involved in the area of management training." When it comes to minorities in newspaper management, he says, "the figures speak for themselves."

According to an IJE study released last year, although minority journalists are more likely than whites to say they want a career in management (50 percent compared with 28 percent of whites), they are less likely to have been given managerial duties (27.6 percent compared with 39.8 percent of whites).

Moreover, the study revealed, 40 percent of minority journalists expect to leave the profession, "largely due to lack of opportunity within it." Journalists and managers at 18 newspapers in 10 cities were interviewed in that study [presstime, June 1985, p. 37].

THE FIRST CLASS. Although focused on helping to accelerate the movement of minority journalists up the newspaper ladder, the IJE Management Training Center is not restricted to minorities or to editorial employees.

The 14 members of the center's first graduating class included three white women, in addition to the other participants who were members of racial or ethnic minority groups. Most were editorial employees, but others came from advertising and circulation departments and one was a newspaper librarian. The average age of participants was 33; the youngest was 26, the oldest 42.

Class members are unanimous in their praise for the program. But many describe the experience as "grueling."

"I didn't expect to become 'Betty Coed' and start going to campus mixers," says program participant Ruby D. Scott of the Chicago Tribune, "but I didn't realize how intense it was going to be."

The first half of the nine-week program consisted of classroom instruction at Northwestern University in Evanston, Ill. The program's 24-member faculty was a mix of professional newspaper managers and professors from Northwestern's Medill School of Journalism and J.L. Kellogg Graduate School of Management.

In the second half of the program, participants observed the classroom theory put into practice.

Each went to a different newspaper and worked with managers throughout the plant. A host newspaper must pledge not to try to hire away the program participant for at least two years. For their part, graduates must agree to stay with their

IJE graduates Lopez (at right in left photo) of the Los Angeles Times and Corder (right photo, foreground) of the Detroit Free Press put management skills to work.

Jimmy Taloya, Detroit Free Press

sponsoring news organizations for at least one year before accepting jobs elsewhere.

The program requires sponsoring newspapers to invest a considerable amount of money in the training. But IJE's Cose says the $4,500 fee, which may be waived for newspapers with circulations of less than 100,000, "doesn't even pay for half of the cost" of the program. The remainder of the center's $200,000 budget is supplied primarily by charitable foundations and other funding sources within and outside the newspaper business.

Cose also says comments by participants on the rigor of the curriculum don't bother him. He acknowledges that it would be impossible to maintain the same pace for a year or so. Sustaining it for a fairly short time, however, is "possible, necessary and desirable."

Only minor alterations have been made to the program, whose second class begins Aug. 3. The overall program has been reduced from nine weeks to eight, and the field experience has been shortened.

Unlike its two other programs, IJE does not guarantee participants of the Management Training Center a new job upon graduation. Rather, participants must be serious candidates for senior management positions upon entering the program. Not only must they already be in middle management, their sponsoring newspapers must draw up and submit what amounts to a career path for them.

ASSESSING SUCCESS. It will be several years before the newspaper business can assess whether IJE's latest initiative has achieved success comparable to its previous programs, says Gannett's Quinn.

He points to the Pulitzer Prizes won by graduates of IJE's Summer Program for Minority Journalists, which offers an intensive short course in newspaper journalism. In 1985, Dennis Bell was part of a three-man Newsday team that received the Pulitzer in international reporting for its coverage of famine in Africa (see profile, p. 34). In 1984, three Los Angeles Times reporters—Virginia Escalante, Louis Sahagun and David Reyes—were part of the team that captured the public service award for a series on Los Angeles' Hispanic community. In 1983, Joseph Oglesby won along with others on a Miami Herald team for editorials on Haitian refugees.

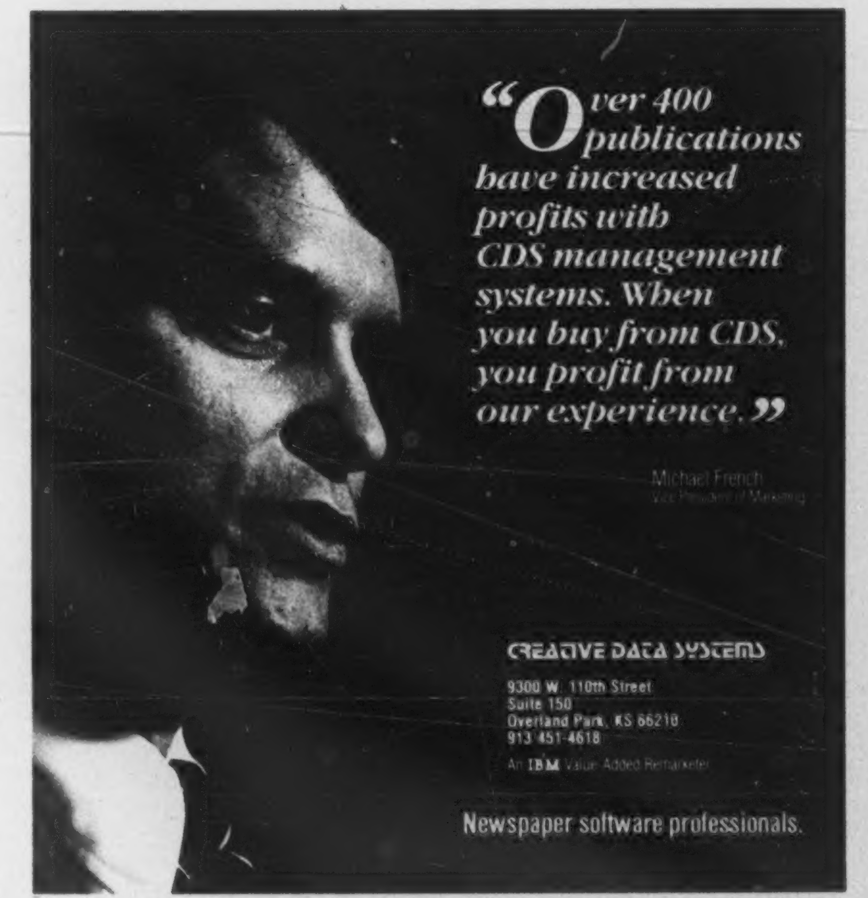
Even though the new program's ultimate success cannot now be judged, some early signs are positive. Among the first 14 graduates, four have received promotions and one has gotten expanded managerial duties:

Four of the first 14 graduates were promoted, and one got expanded duties.

- The Chicago Tribune's Scott has moved from editor of the Tomorrow section of the Sunday paper to associate editor of the Sunday magazine.
- At the Los Angeles Times, John T. Lopez has advanced from copy control center supervisor in the classified advertising department to classified advertising operations manager.
- At USA Today, Caesar L. Andrews has been promoted from assistant national editor to deputy managing editor for the paper's Bonus Sections.
- At The Courier-Journal in Louisville, Jesse T. Lewis has gone from copy editor to assistant news editor.
- At the Chicago Sun-Times, Assistant Metro Editor Richard C. Mitchell has been given additional responsibilities of improving the paper's coverage of the black community and issues that affect minorities.

Several graduates reported the program opened up new possibilities for them. "My career goal going into the program was to become the classified advertising manager," says Shirley D. Corder, recruitment advertising manager in the classified advertising department of the Detroit Free Press. "Coming out of the program, I have no limits. I truly feel that I could be the president of the company one day."

In a graduation address last October, another class member, Joyce Richardson, said the program marks "a beginning of a new challenge for the industry." Added Richardson, classified advertising manager for The Washington Post: "Although all doors were open to us during our visits to the field sites, we hope the industry will open more doors to minorities and women who wish to advance throughout the profession." ☐


"Over 400 publications have increased profits with CDS management systems. When you buy from CDS, you profit from our experience."

Michael French
Vice President of Marketing

CREATIVE DATA SYSTEMS
9300 W. 110th Street
Suite 150
Overland Park, KS 66210
913 451-4618

An IBM Value Added Remarketer

Newspaper software professionals.

INTERNSHIPS

become a fixture in education

BY RONALD H. CLAXTON

A dozen years ago, getting a handle on trends in internships offered by daily newspapers was like trying to predict the stock market: You knew things were going to change, but you didn't know where to place your money.

A dabbler could feel pretty certain the market's blue chips—such as the Dow Jones Newspaper Fund, The Washington Post, The Boston Globe, Newsday, the St. Petersburg Times, The Wall Street Journal, The Miami Herald—were going to remain fairly constant, but predicting growth areas was a gamble.

Today, all that has changed. Internships, that vast array of formal and not-so-formal programs to give students experience in their career-to-be, have become institutionalized in journalism education. Schools of journalism, in fact, have become so enamored of internships that many have set up positions on the faculty to deal with nothing but them.

A vast amount of information each year tells students and faculty where internships are—and this summer, newspapers will offer more than 3,000 of them. Educators feel comfortable with the training their students receive, almost to the point of expecting students to serve at least one internship during their college career. And many employers have come to expect internship experience on a recent graduate's resume.

NEW LISTINGS, PROGRAMS. Thus, what once was little more than sporadic fliers from newspapers offering summer internships has become almost a flood of publications to keep students and faculty abreast of the cornucopia of opportunities. Just this year, the Southern Newspaper Publishers Association entered the field with its first listing of internships offered by 204 of its 244 member newspapers. The list was put together by the association's Journalism Education Committee and will be renewed in the fall and sent to all college journalism programs in the United States, says Cynthia W. Durham, SNPA information director.

The Society of Newspaper Design, a group of graphics professionals with headquarters at The Newspaper Center in Reston, Va., began publishing a list of internships offered by its members' newspapers two years ago. The list also is made available to journalism educators and to schools of design, according to Pat Kelly, SND executive secretary, who says response to the publication has been "tremendous."

Then there is *The Student Guide to Mass Media Internships*, an annual compilation by the University of Colorado's School of Journalism and Mass Communication of internships offered by daily and weekly newspapers as well as magazines, journalism organizations and groups, syndicates, in-house publications and broadcast stations.

Each year, new programs crop up in what Thomas G. Wilkinson of The Washington Post calls a very competitive market for "the best and brightest" of the college students. "The intensity of competition for interns has been increasing in the past few years," says Wilkinson, assistant managing editor for personnel, who has been the Post's internship coordinator for five years.

Ron Smith (left) of The Wall Street Journal instructs Newspaper Fund interns Pamela R. Sutton (center) and Michael Bailey on use of the Dow Jones News/Retrieval Service.

In the "Woodward and Bernstein" years, the Post received 2,200 to 2,300 applications a year for the 20 positions it has been offering yearly, he says, but the annual volume of applications has leveled off to between 800 and 900.

One of the newest programs, sponsored by the Associated Press, is designed for blacks and Hispanics. It began in 1983, after the AP signed a consent decree to settle a discrimination lawsuit, says Margy McCay, AP assistant personnel manager. Six Hispanic and six black interns, selected from about 150 applicants in each of the past two years, are sent to bureaus where they are assigned to trainers, who have program guidelines to follow. Interns are paid a minimum of first-year scale and upon completion of the 13 weeks are offered a full-time job following graduation from college.

McCay says the program, which is required under the consent decree to run for five years, has been so successful that it probably will be continued in some form after that period. "It has taught all of us the advantage of structured training," she adds.

That program is in contrast to other temporary positions AP offers. McCay says those, called summer or "legislative" relief, are handled by each bureau and vary in the way they are conducted. People hired for those positions are expected to work as regular staffers with nothing like the training provided those in the newer program.

The Los Angeles Times' year long Minority Editorial Training Program is also relatively new. Known as METPRO, it begins its third year in June. This initia-

---

Claxton, a member of the faculty at the University of Colorado School of Journalism, compiles an annual directory of media internships. He has taught journalism at colleges in Wisconsin, Utah and Alaska, and worked for daily newspapers in Colorado, Virginia and Kansas.

tive is an addition to the Times' established summer program, which is open to all students and brings 13 to the newspaper to work on the metropolitan desk and in bureaus.

METPRO trains minority students who have just graduated and who had extensive courses in reporting or photography. The 10 trainees this summer, eight reporters and two photographers, will be paid $218.50 a week and will receive medical benefits and be provided housing. At the end of the program, interns are assisted with job placement, but there is no guarantee of employment.

The training program begins with an eight-week classroom session, says Larry Lane, its director. Trainees are then assigned to a series of beats—police, courts, municipal government—during which they write not-for-publication articles that are critiqued by him. "In October, each trainee is assigned to one of the Times' twice-weekly suburban sections," says Lane, and two months later, each one "joins the staff of one of the newspaper's three regional daily editions and works as a general-assignment reporter (or photographer) until the program ends the following May."

The Donrey Media Group got into the internship market about five years ago by offering to pay half the salaries of interns accepted by the company's 55 daily newspapers, says Cleatis Carroll, Donrey personnel director.

Donrey's corporate headquarters at Fort Smith, Ark., acts as a clearinghouse for its newspapers by screening applications and sending the top ones to individual newspaper editors, who have a choice of picking one of the candidates or declining. About 20 interns have been hired for this summer.

Increased interest in internships by newspapers is documented by the University of Colorado studies. Its 1974 survey revealed that 390 of the 733 responding daily newspapers were offering 1,046 internships. The school's survey for this year shows 502 of 654 responding newspapers planned to offer 1,698 internships this summer. Another 150 internships can be added to the 1986 figure when programs of newspaper groups and press-affiliated organizations are counted. One of the latter, the Dow Jones Newspaper Fund, projects there will be 3,100 editorial internships available nationally this summer.

Newspaper Fund intern Kathy L. Sizemore takes a story from a reporter over the phone.

MORE MONEY, RESPONSIBILITY. As the number of internships has increased, so has pay. The Colorado survey shows that interns will average $221.14 weekly this summer, compared with $108.76 in 1974.

It also shows that 38 newspapers, or 6 percent, will not pay and that 287 had not determined the amount of pay at the time of the survey.

Though the 1974-86 pay increase works out to 104 percent, it hasn't kept pace with the cost of living, according to U.S. Department of Labor's Bureau of Labor Statistics. Using 1967 as the base year of zero, BLS reports that the cost-of-living index went from 141.5 in February 1974 to 327.5 in February 1986, an increase of 131 percent.

One of the biggest gains over the 12-year period has been at The Dallas Morning News, which paid $100 weekly to its six interns in 1974 and will pay more than $300 weekly to up to 17 interns this summer.

The Seattle Post-Intelligencer offers the highest internship pay this summer, $462.17 weekly, followed by the Chicago Tribune's $440, the San Jose Mercury News' $416.96 and The Miami Herald's $400. The Los Angeles Times' summer interns will get $381.50 per week.

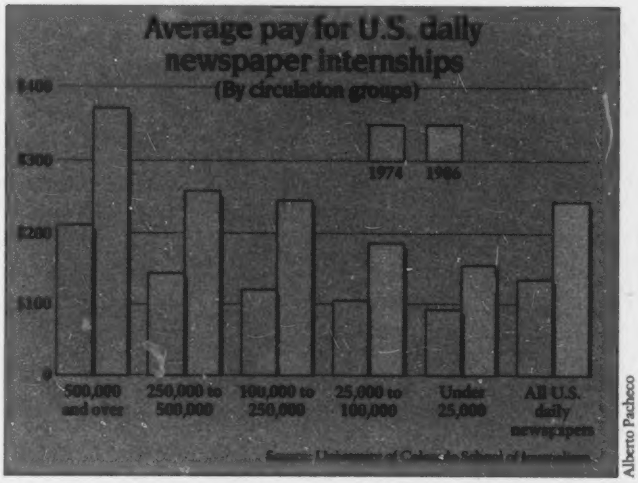
The Seattle Post-Intelligencer offers the highest pay this summer, $462.17 weekly.

The Washington Post, which in 1974 paid its interns $211.50 a week, will pay $350 this year. The Detroit Free Press has increased what it pays from $185 weekly to about $350.

Broken down into circulation groups, students working for newspapers of more than 500,000 circulation this summer will receive an average $374.81 weekly, compared with $212 in 1974, up 77 percent. Newspapers from 250,000 to 500,000 will pay an average of $259.77 weekly, compared with $148 in 1974, up 76 percent; those in the 100,000 to 250,000 group will average $244.94 compared with $123 in 1974, up 122 percent; the 25,000 to 100,000-circulation group will average $188.61, compared with $107.50, up 75 percent; and papers with less than 25,000 circulation will average $155.12, compared with $95.66 in 1974, up 62 percent.

While numbers of internships and rates of pay have been going up, the perception of internships by educators also has been changing, from one of occasional misuse in 1974 to comfortable acceptance today.

"In too many instances the intern is a 'gopher': go fer coffee, go fer proofs, etc.," a professor said in a 1974 questionnaire, mirroring a number of responses. Instead of using students as entry-level, productive employees, some papers did indeed treat them as observers who could watch but not participate.



Alberto Pacheco

All of the newspapers with internships responding to this year's University of Colorado survey indicated that interns will work as regular reporters, copy editors or photographers, although they will receive more critiques of their work and evaluations than entry-level full-time employees.

Journalism educators applaud newspapers' increased and more responsible use of interns.

"We have nothing to complain about," says R. Neale Copple, dean of the University of Nebraska's College of Journalism, who adds he never thought he would hear himself make such a statement about the internship picture.

Last year, Copple says, 44 of his 207 news-editorial students found internships, and about 80 to 90 percent of those were with daily newspapers. Because the school encourages students to take internships between their junior and senior years, "That was about all of our eligible students," he notes.

Copple's elation is shared by Marjorie Blewett, who handles the journalism internship effort at Indiana University; by Bonnie Tucker, journalism internship coordinator at Drake University in Des Moines; and by Ester Ramirez, director of the Career Advisement Office at the University of Southern California School of Journalism.

ADVERTISING TRAILS. The educators are less sanguine about progress with advertising internships, however. All say getting students interested in newspaper advertising is more difficult than interesting news-editorial students in newspaper reporting.

Copple says advertising students suffer too much from an orientation toward advertising-agency work, where he observes that few internships or jobs await them. Advertising education has that bent, he says, because most of the people hired to teach the subject have agency backgrounds. Newspapers are partly to blame, he adds, because they have not paid as much attention to the advertising side as they have the editorial side in their internship programs.

Ramirez of USC comments that editorial internships are far superior to those on the advertising side because editorial internships are structured while those in advertising, for the most part, are in disarray.

After meeting with Gannett Co. executives about the need for better advertising internship programs, Copple says he is encouraged about future prospects.

Gannett started a program in a small way three years ago for minorities and women in advertising and business, and it has already been expanded to about 70 students, reports Vivyen J. Ray, manager of staffing and college relations.

Ray says Gannett pays half the salary of each intern for the 12-week program and offers a general training schedule if a manager wants it. Gannett suggests a one- to two-week orientation covering all newspaper departments, ending with advertising, where a student is given a detailed look at classified, retail and national advertising. In the third or fourth week, if a student is interested in outside sales, for instance, he or she accompanies a regular staff member to see the entire process and then is allowed to try it on his or her own.

What is needed is a more concerted effort by advertising managers and journalism educators, Ray says. Unlike the editorial side, where close contact is fostered by a myriad of associations and programs, the advertising side is not as attuned to what is going on in journalism education, she says.

But regardless of the type of internship being sought, students are advised to apply early, because deadlines for applications have been steadily rolled back.

To be eligible for a Dow Jones Newspaper Fund summer-long program, for example, a student must complete—by Thanksgiving—a rigorous application process: a 500-word essay, a three-page application, two instructor evaluations and a one-hour test that must be ordered by the student to be sent to an instructor who will administer it.

Many newspapers also have November deadlines; others want applications by early December so that they can interview during the Christmas break. ☐

CONGRATULATIONS

Michael Gartner
and
Loren Ghiglione

upon your election as president and treasurer respectively of the American Society of Newspaper Editors.

We were privileged to represent the owners of the Worthington (MN) Daily Globe in selling to Michael Gartner and his associate, Gary Gerlach, and the principal owners of the Bristol (CT) Press in selling to Loren Ghiglione.

Both newspapers were sold in 1985, and under their new owners, both dailies are continuing their long traditions of editorial excellence and community service.

Lee Dirks & Associates
Suite 210, 255 E. Brown St., Birmingham, MI 48011
313-646-4230

The PR in PR Newswire Stands for Professionals.

David Steinberg (left), President of PR Newswire, reviews a news release with PRN Editorial Director Robert Frump. In 1958, Steinberg won the coveted Loeb Award for Distinguished Financial Journalism while he was an editor for the New York Herald Tribune. 25 years later Frump won the 1983 Loeb Award while a writer and business news editor for the Philadelphia Inquirer.

Newsrooms are the toughest customers. For three decades, we've been sending news releases by wire to newsrooms across the country. And for three decades, you've received us well.

We know why. We're not just PR. We don't transmit puff. Our roots are in the news. Like the full text of Johnson & Johnson Tylenol statements. Or Union Carbide on Bhopal. The decision by Searle to take IUD's off the market. Or the earnings statements, in good times and bad, for most of the Fortune 500 corporations.

We've grown bigger in 32 years. And better. We can show you how to use your systems computer to sort out our releases in an instant. We have offices in most major cities. We've even spawned some imitators.

But we've never lost touch with our news roots.

We never will.

PR Newswire–Premium news releases, professionally distributed.

PR NEWSWIRE

150 East 58th Street, New York, NY 10155
(212) 832-9400
1-800-832-5522 (outside NY state)

New York • Los Angeles • San Francisco • Boston • Philadelphia • Pittsburgh • Washington D.C. • Detroit • Miami • Cleveland • Atlanta • Raleigh

Dennis Bell

From pressroom janitor to Pulitzer Prize-winning reporter

BY MARCIA RUTH
presstime staff writer

When Newsday reporter Dennis Bell speaks to aspiring journalists, he describes "two types of reporters."

When an editor says, "Look, I want three foxes, a squirrel and a rabbit," some reporters will "come back with three foxes, a squirrel and a rabbit. But there are other reporters," he says, "who will occasionally come in with a tiger," to which such an editor may respond, "it's not on the list."

"I always tell these young people," he says: "If you want to do any good, if you really want to make a contribution, be the kind of reporter who does whatever he has to do to get the tiger on the list. . . . The tiger is what journalism is all about, not the three foxes, the squirrel and the rabbit."

In less than a decade of reporting, Bell has brought in more than his share of "tigers"—and gotten them on "the list."

At 36, he was part of a three-member team that won Newsday a Pulitzer Prize for coverage of famine in Africa in 1984.

Earlier in the decade, his "tiger" was Dow Chemical's denial of the toxic effects of the defoliant Agent Orange, an issue which Bell encountered when Vietnam veterans brought court charges.

Yet Bell did not become a reporter until 1978 when he was just past his 30th birthday. As highlighted in a Newsday promotion headlined "from Porter to Pulitzer," his first job at the paper in 1972 had not been in the newsroom but in the pressroom—as a janitor.

Calling Bell's career "an inspiration" and "a triumph," Earl Caldwell, a columnist for the New York Daily News, describes him as "one of the young people who did not know the doors are open, but when he found the doors were open he showed what it is possible to accomplish if you are willing to work."

By his own description, Bell grew up poor in a "twilight zone"—the city of Muskegon Heights, Mich., which during his youth was hard-hit by the decline of the auto industry in nearby Detroit.

Dropping out of the University of Michigan, he joined the Army. Later, he returned to the university on an academic scholarship. He found the money insufficient to support his family of three, and with Michigan's unemployment problem getting worse, he moved to Long Island in search of more opportunities.

At Hofstra University, he found work and a way to continue his lifelong love of reading. "I cleaned classrooms at night and sat in them during the day," he says.

After taking the janitor's job at Newsday, Bell read the paper regularly and concluded: "I can do better than that." Working his way through a succession of jobs, including printer's assistant and sports agate clerk, he kept taking the entry-level reporters' test. But as then-Managing Editor Anthony Insolia told him at the time, Newsday, like most large papers, hires only reporters with experience—and he didn't have any.

Reluctant to move his family again to start at a smaller paper, Bell found another way to obtain needed experience—through the Institute for Journalism Education. (See story, p. 28.) Caldwell was one of his teachers there.

In 11 summer weeks in Berkeley, Calif., Bell says he "got the basics thoroughly ground in." The program, which IJE refers to as more intense than "boot camp," is so effective that Bell's Pulitzer was the third for its graduates in three years.

Hired as a Newsday reporter after IJE, Bell "just blossomed" as a court reporter, says James Hariston, now deputy metro editor, who as Nassau editor worked closely with him.

"He's come a long way," says Insolia, now senior vice president and editor. Bell "wasn't a whiz-bang right from the beginning," he says, "but he's never stopped growing." In a reflection of the paper's confidence in his work, he was assigned in January to cover Congress from Newsday's bureau in Washington, D.C., where he and his wife, Jacqueline, now live.

"Hard-working," "idealistic," "intelligent" and "committed" are the terms his colleagues most often apply to Bell. They also note his special knack for the long, tough piece. "He has an ability to take a very, very complicated story (a running story like Agent Orange) and report it over a period of time in a very straightforward, clear way that shows the impact . . . on your own backyard," says current Managing Editor, Anthony Mauro.

What drives him most?

"Anger," says Bell. "You see these things (poverty, famine, Agent Orange) and you get angry. And those are the things you go after."

Tracing some of Bell's professional value to his personal background, Les Payne, Newsday's assistant managing editor for national and foreign news, says, "He brings to journalism something journalism should never let go of. . . . We have a lot of reporters who are intelligent. But the combination of someone who knows the streets and is intelligent and somehow gets into the cityroom is very rare.

"I hope the day never comes when that kind of person with that kind of background is weeded out of our collection of reporters," says Payne, urging newspapers to reach beyond those who have "gone to Ivy League schools, who have stayed on the main streets and have never been out after dark in the alleyways." ☐

First Amendment applies to advertising, too

BY LOUIS T. HAGOPIAN

Some people still want to shut us up, nearly two centuries after the ratification of the Bill of Rights.

In Providence, the editor of The Journal recently got an 18-month suspended sentence because the paper spoke out. Nobody questioned the truth of what was printed—just the fact that it got printed.

And there are vigilantes telling me that we shouldn't be allowed to advertise for military recruits; or for the corporate aim of the telephone company; or for DeBeers, because 12 percent of the diamonds they market are mined in South Africa, even though our client is the most vocal company down there against apartheid.

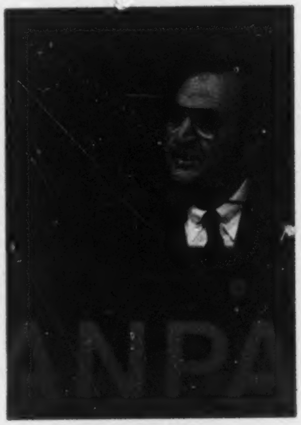
I know you've been over this before. And at every ANPA Convention for the next century, there will be concern and discussion about the next threat to the freedom of the press, whether it stems from actions by the courts, legislatures, executive branch or the common council in Tuscaloosa.

You've fiercely defended the freedom to report, but, on the other hand, I do wonder how much attention you pay to the freedom of commercial speech; that is, the freedom to advertise. It wasn't always as big an issue as freedom to gain access and report the news.

Advertising discovered the First Amendment much later than journalism did. And the court decisions regarding commercial speech, by and large, are more recent than those that address the freedom to report and comment.

For years, advertisers and agencies blatantly abused the freedom to have their say in print. One of the earliest proofs I know of is in our archives at Ayer. It's an ad about the virtues of Rock 'n Rye, which sold for $5 a gallon and was guaranteed to cure cancer and consumption.

Well, it took some muckraking journalists, some government standard-setting and the development of, I do believe, a model system of self-regulation before we realized our responsibility to get the facts straight, to tell the truth.



Louis T. Hagopian

We check and we check and we prove our statements now, quite as thoroughly as the news departments of The New York Times or The Wall Street Journal, maybe more so because what we say and show must pass the standards of the media's advertising acceptance committees and, though after the fact, our own advertising review board.

As advertisers and agencies have come to demand truth, so we have come to prize the freedom of speech that you and your editors have protected for us for so long.

So, believe with me. Act with me. Defend with me, when I say that the freedom of expression belongs to the advocates as well as the observers. Know that any limitation on the freedom to advertise is a direct obstacle to your freedom to cover a trial, write an editorial or publish a political column.

The right to a free press that news people usually defend is the right to get access to information that a third party, often government, wants to suppress with some chary notion that it is in the public interest for the public not to know. The right we defend is the right to express a point of view with the object of persuading others.

What we're defending is the traditional freedom to exercise opinion, the freedom earned by the stoning of Socrates and by John Peter Zenger and Thomas Paine.

Pick up the paper. There's probably more diversity in the ads than in the editorial: Avis advertising against Hertz, P&G vs. Colgate, K mart vs. Wal-Mart, A&P against Kroger. In the ads, the lines of diversity are most clearly drawn.

I can't grasp Jefferson's great mind, but I do think a basic reason for freedom of expression was to foster and to protect disparity among people. Difference is the essence of a democratic society, particularly in a country whose people came from different lands.

Diversity—you can call it competition. Diversity is the basis of our economic as well as our political freedom. Our marketplace is based on the freedom to choose from among competing pleaders.

And where would our two businesses be without this competition? Do you think you would get as much advertising if there were only one grocery store in town?

I can understand that the principal concern among newspaper people is curbs on editorial freedom. You're bound to be most angry if it's the man or woman at the next desk who is in danger of going to jail. But as a friend, let me ask you a favor. Raise your voices with ours when the freedom to advertise is threatened.

Any legal product has the right to be advertised in a truthful way. That goes for some things that I am personally opposed to, like guns and abortion. If the people don't like a product, let their leaders legislate its illegality. Until then, I say let it be advertised.

Agencies need newspapers and newspapers need the agencies. The public needs both of us.

And I do think we are ushering in another era of good feelings between our industries. We share so much, and we can help each other so much. But it all depends on how vigorously we stand up for three synonymous freedoms: the freedom of speech, the freedom of the press and the freedom to advertise. □

Hagopian is chairman of N W Ayer Inc. of New York City, the nation's oldest advertising agency. He is current chairman of the American Association of Advertising Agencies. This article is adapted from his presentation to the ANPA Convention April 22.

100th ANPA CONVENTION

Upbeat mood prevails in sunny San Francisco

No matter that it marked the Association's 100th annual meeting, ANPA's Convention in San Francisco in April reflected an industry focused firmly on the future. For a centennial event, people spent precious little time dwelling on the past.

The milestone and ANPA's contributions to the newspaper business were referred to by ANPA Chairman and President Richard J.V. Johnson in his keynote address. But his overall theme was more anticipatory than congratulatory.

For example, he predicted some "exciting breakthroughs" soon in the area of illiteracy, as newspapers step up the attack. What newspapers have at stake was described by the Convention's second speaker, author Jonathan Kozol, who said 60 million American adults cannot read and understand newspapers.

In many respects, the Convention was a far cry from ANPA's first meeting in Rochester, N.Y., in 1887, which was attended by 46 publishers. This year's Convention attracted 2,808 registrants, second only to the 2,888 who attended the 1983 convention in New York City. The mood of the gathering was, for the most part, upbeat, reflecting the generally bullish spirit of those publishers who don't hail from the economically hard-hit oil and farm states. Also contributing to the good mood was the Convention's scenic setting and good weather (an 84-degree high on April 20 tied a record for that date in the city).

For the first time, Convention segments were held in three locations: the Fairmont Hotel, the Masonic Auditorium and the Hilton Hotel. The shifting of scenes provided an opportunity to get a breath of fresh air and some exercise.

Like natives of "the city by the bay," who expect rain clouds to be hovering just over the next hill, newspaper executives tempered their optimistic outlook with private talk about serious issues: newspaper-business concerns, including ownership changes and libel suits; and more general concerns, including terrorism and, as always, the state of the economy.

If San Francisco's climate had an effect on the spirit of the Convention, its location had an effect on the substance, as one program segment was devoted to a discussion of the influence of the nations of the Pacific Rim.

Gauged by attendance, the biggest attraction on the program was the Tuesday luncheon speech by New York Gov. Mario M. Cuomo, who is rumored to be a possible Democratic presidential candidate but who coyly sidestepped reporters' questions on the subject. Some 1,680 persons attended the luncheon, a record for a Convention meal event.

However, the most-talked-about speech was by former President Richard M. Nixon at the Associated Press Luncheon. Publishers accorded Nixon a standing ovation after listening to the Republican's views on U.S. aid to Nicaragua and other issues.

Other Convention highlights that could have been taken straight from newspapers' front pages included one panel discussion on the space shuttle tragedy and another on terrorism.

Nitty-gritty, newspaper-business subjects were addressed in topical clinic sessions on subjects such as circulation management, newsrack restrictions, and readership and credibility.

And for serious early arrivals, ANPA staff professionals were available Saturday and Sunday for consultation on many newspaper issues at "expert centers" at the registration area.

The Convention was ANPA's third in San Francisco. Under the Association's biennial schedule for Western Convention locations, the next in the West will be in Honolulu in 1988, followed by Los Angeles in 1990 and Vancouver in 1992.

Next year, as ANPA observes the 100th anniversary of its founding, publishers will be returning May 4-6 to the place where all of the Association's annual meetings were held until 1975—New York City. ☐

At left: J. Herman Pouliot, publisher of The Telegraph, Nashua, N.H., and his wife, Barbara, stroll the grounds of the Palace of Fine Arts.

(Convention color photography by Susie Gow.)

Centennial Convention opens with a gaze at the future

Opening ANPA's 100th Annual Convention with his keynote address, Chairman and President Richard J.V. Johnson paid tribute to the past but focused mostly on the future.

As ANPA enters its "golden year," he said, that future—for both the Association and the newspaper business—looks good.

"We are a long way from our beginning" a century ago when 46 newspaper executives gathered in Rochester, N.Y., to found ANPA, he told the crowd of more than 1,300 who packed the Fairmont Hotel Grand Ballroom.

"Never before has our mission been so clearly defined; never before have our resources and our abilities to meet the tests ahead been as great," said Johnson, president of the Houston Chronicle.

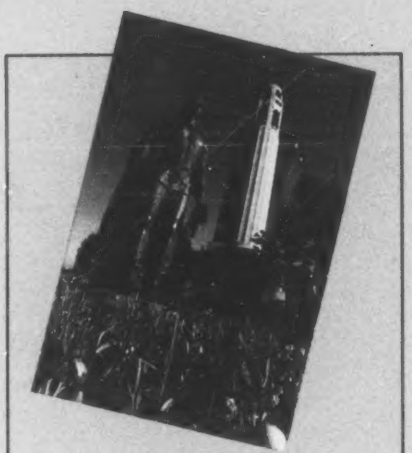
All those strengths will be needed, "because we all know that we are moving through difficult times, socially and economically. Our responsibilities have never been larger, our challenges in the marketplace never so serious," he said.

Nevertheless, Johnson, whose two years as head of the Association ended with the San Francisco Convention, did not recite any litany of problems facing newspapers. Instead, he reeled off some of the numbers indicating the strength of the business:

- There are 1,678 U.S. dailies and another 113 in Canada.
- Advertising expenditures in newspapers increased 8.3 percent last year to a record $25.5 billion.
- About 13,000 jobs were added last year, bringing U.S. newspaper employment to a record 453,000.

And, he said, "our products are getting better all the time."

As for the state of ANPA, the outgoing chairman told the newspaper executives that the Association "is tracking and responding to your needs better than it ever has before. Our comprehensive planning process—with its broad participation—assures that. Our committee structure, with nearly 400 newspaper executives contributing, enhances that process. Our stable staff grows in experience, talent and effectiveness every year."



Day 1 — April 21

- ✓ A former President returns
- ✓ In search of literacy
- ✓ Looking at the classifieds
- ✓ Aftermath of a space tragedy

Perhaps as welcome to the audience was Johnson's announcement that the Association's budget ended in the black again last year, and so again there will be no need to increase dues.

ANPA also continues to attract new members, 36 last year, he reported.

In his keynote Convention address last year, Johnson identified three key projects for the Association—improving printing quality, literacy and minority opportunity. "We have done just that," he reported this year.

The ANPA Technical Committee and staff engineers and scientists have been pursuing better printing quality for years, he said, "but during the past year we have redoubled our efforts."

One of the first, tangible results of that effort, he said, is the "Guide to Quality Newspaper Reproduction" book, produced jointly by ANPA and the Newspaper Advertising Bureau and mailed to member newspapers in April.

On the same front, he said, work is continuing on "flexographic printing techniques; on lighter-weight, energy-efficient press designs; on newsprint characteristics and quality; on electronic and computer linkage our production processes require; on new-formula inks, both black-and-white and color; and on safety and environmental matters that enhance employee productivity and encourage quality work."

On the literacy project, Johnson predicted "some exciting breakthroughs" will occur soon "because we are attacking the problem with typical newspaper imagination and energy."

Leading this endeavor, he said, is ANPA Foundation, which is "evolving its programs from Newspaper in Education work with students to broad-based literacy programs for both youth and adults."

To improve minority opportunities at newspapers, ANPA and the Foundation have joined with numerous other newspaper groups "in an industry-wide task force that is coordinating and supporting scores of individual minority-opportunity programs of each of our groups, associations and newspapers," he said. ☐

Johnson hails ANPA's effectiveness.

At left: Representatives of ANPASURE/Chubb Group and Mutual Insurance Co. Ltd. discuss insurance issues at an "expert center."

Nixon steals the show with his world views

By two indices, Richard M. Nixon was the star of the Convention.

After an address that many hailed as a profound overview of the world scene, the former President received a resounding, 40-second ovation that brought more than half the sellout crowd of 1,400 to its feet.

Later, his Associated Press Luncheon segment proved to be the best-selling tape recording of the Convention program.

It was Nixon's first speech to an ANPA audience since appearances during his vice presidency in 1953 and 1958. He verbally criss-crossed the globe, commented on contemporary politics and used humor to brush aside a question about the Watergate scandal that brought about his resignation.

Although he spoke for 35 minutes without benefit of a text or even notes, the 73-year-old Republican sprinkled his talk with quotations from Charles de Gaulle, Thomas Hobbes, Winston Churchill, British historian Paul Johnson and—without naming him—the man who defeated him in the 1960 presidential election, John F. Kennedy.

Nixon's main focus was on Nicaragua and how what happens there affects the rest of the Western Hemisphere.

He reminded the publishers that polls show 65 percent of readers oppose President Reagan's program of aiding the Contra "freedom fighters" in Nicaragua, while 75 percent support Reagan's decision to bomb Libya in retaliation for international terrorism linked to the government of Moammar Khadafy.

If he wanted "to play it safe" in his speech, Nixon said, "I would just bash Khadafy." However, "while what happens in Libya is important," he told the publishers that "what happens in Nicaragua is going to have much more impact on the future of the United States and the Free World."

Applying a three-part test, Nixon said the Contras deserve U.S. support because their efforts are in the best interests of Nicaragua, are in the best interests of the United States and stand "reasonable chance of success."

"I know it's not fashionable to mention the possibility that what happens in one country—the so-called 'domino theory'—could affect what happens in another country," he said. "But make no mistake about it: If the Communist government in Nicaragua, freed from the threat of the Contras, threatens its neighbors, the shock waves are going to move all over Central America and eventually could affect Mexico." French President de Gaulle, Nixon observed, once called Central America "an incident on the road to Mexico."

With tremendous debt, high unemployment and massive corruption, Mexico "is a country that is waiting for a revolution," Nixon said.

U.S. assistance to the Contras is required if the Sandinista government of Nicaragua is to be pressured to stop exporting revolution, stop receiving Communist aid from around the world and start negotiating with the opposition.

To those who would suggest a possible analogy between U.S. involvement in Nicaragua and American involvement in Vietnam, Nixon had this response: "I can say to you today that the way to get American forces involved in Nicaragua is to deny aid to the Contras." His reasoning was that if the Contras lack the wherewithal to fight the Sandinistas, and if the Sandinistas are thus allowed to expand their influence elsewhere in the region, the United States will have no choice but to take up the battle.

"Without the United States of America playing a responsible role on the world stage, there is no chance that peace and freedom will survive in the world," Nixon said. "That is our role. That is our destiny. And we should assume that responsibility, not in a grudging way, as a burden, but we should assume it as an inspiring challenge worthy only of a great people."

He closed his address by making an appeal to newspaper publishers: "There is enormous power in this room. And I would urge that you also have a responsibility—a responsibility to help Americans have the understanding, the patience, the maturity and the will to play that role on the world scene which history has bestowed upon us."

In the 30-minute, question-and-answer period that followed, Nixon gave detailed responses to seven questions on subjects ranging from Libya to presidential politics. But the most memorable was his deft, five-word reply when asked what lessons his successors should learn from Watergate. "Just destroy all the tapes,"

C. David Rambo

As Nixon engaged in a historic handshake with Katharine Graham, publisher of The Washington Post during its Watergate coverage, he said of the photo opportunity, "I want this shot!"

Former President speaks without notes.

Nixon said to laughter and applause.

After the luncheon, Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., summed up the feelings of many in the audience when he said "it was certainly a brilliant performance. Mr. Nixon displayed the kind of wisdom he could have used some years back." ☐

Future ANPA Meetings

Convention

New York City, May 4-6, 1987
Honolulu, April 25-27, 1988
Chicago, April 24-26, 1989
Los Angeles, April 23-25, 1990
New York City, April 22-24, 1991
Vancouver, April 20-22, 1992

Conference & Exposition

Atlanta, June 21-25, 1986
Las Vegas, June 6-10, 1987
Atlanta, June 11-15, 1988
New Orleans, June 10-14, 1989

AP marks year of 'progress and pain'

The past year has been one of "progress and pain" for the Associated Press, President Louis D. Boccardi said at the AP Annual Meeting.

Progress has been made in enhancing the AP report and in strengthening the news cooperative's financial status, he said.

The pain is a result of the continued detention in Lebanon of Terry A. Anderson, AP bureau chief kidnapped in March 1985, and the slaying of 11-year-old Natasha Simpson, daughter of Rome News Editor Victor Simpson, in a terrorist attack Dec. 27 at an airport in Rome.

Fred Mertz, San Francisco Chronicle

Boccardi cites AP achievements.

Among other developments, the membership approved an amendment to AP's bylaws allowing the board of directors, 18 members of which are elected by the newspaper membership, to appoint four instead of the previously allowed three additional directors.

Appointed directors customarily come from the AP's broadcast membership. The board said that with broadcast operations "contributing roughly 20 percent of AP's revenue and with broadcast members contributing significantly to the news report as well, a fourth board seat alongside the 18 newspaper member directors would be appropriate at this time." AP has about 1,500 domestic newspaper subscribers, 5,700 broadcast members and 8,500 foreign subscribers.

At the AP board meeting the day after the annual meeting, Frank Batten, chairman of Landmark Communications Inc., was re-elected chairman and William J. Keating, chairman and chief executive officer of the Detroit Newspaper Agency, was re-elected vice chairman and chairman-elect. Keating is expected to succeed Batten as AP chairman next year.

Over the past year, AP has added more than 1,000 satellite receiving dishes to its transmission network. The wire service now has more than 3,000 dishes in place, and Boccardi told the annual meeting they allowed AP to cut its phone bill from $13.2 million in 1983 to $8.2 million in 1985.

More changes are planned. Boccardi said AP this year will:

- Implement a new, computerized, vote-counting service that will be in place in 40 states this November and in all states by the 1988 presidential election
- Install electronic darkrooms—which store and transmit photos in digital form—in Los Angeles, Chicago and Washington, D.C., and upgrade its existing New York electronic darkroom
- Expand its practice of shooting only color negative film for news photography, now the standard in Washington and Los Angeles. ☐

Roland Weeks Jr., president and associate publisher of Gulf Publishing Co. in Biloxi, Miss., and his wife, Deborah, view one of the collection of impressionist paintings at the deYoung Museum. A private showing was sponsored by The Times Mirror Co.

A plea for literacy

In an emotional speech on illiteracy, author Jonathan Kozol pleaded with publishers assembled for the Convention's opening session. "One hundred issues come and go within a large convention of this kind. If, on the day you leave, there is just one that burns within your soul, let it be this of which I speak."

Kozol, who wrote the 1985 book *Illiterate America*, reeled off a series of alarming statistics, among them an estimate that 45 percent of American adults do not read newspapers. Of those, only 10 percent abstain by choice; the rest, he said, cannot read well enough to comprehend what's in a newspaper.

"Five in 10 New Yorkers cannot understand the news The New York Times sees fit to print," he said.

Although the number of functionally illiterate adults in the United States is frequently cited as 25-26 million, Kozol pegged it at a minimum of 60 million—one third of the adult population. The discrepancy in numbers results from different definitions of what it takes to be a functional adult in today's society, he said.

By Kozol's calculations, illiteracy costs the country more than $120 billion a year—$20 billion for such things as industrial accidents and welfare payments, and more than $100 billion in a lower gross national product. "Those who cannot read enough to hold a decent job do not add to the national wealth," he explained.

Kozol also pointed out that illiterate citizens seldom vote, and he contended that illiteracy compromises freedom of the press. "Indeed, a free press doesn't exist for those who cannot read it," he said.

More importantly, functional illiterates cannot write their own words, he observed, saying, "There is no prior censorship so absolute as this."

Kozol criticized the federal government for failing to provide an answer to the risk posed to the nation by deteriorating literacy skills.

Current federal spending on the problem is $100 million, he said, which "comes down to something like $1.65 for each illiterate American per year." Requested budget cuts would bring that spending level down to 80 cents per illiterate next year, he added.

Kozol also faulted U.S. Secretary of Education William J. Bennett for taking the position that literacy is not a federal issue but one to be addressed by local companies and especially by volunteers. "Why is it that the art of war should be a national priority, while the art of living should forever be consigned to volunteers?" Kozol asked.

"I am afraid for our republic," he concluded. "Those of you who live or die by power of the printed word must share that terror, too." ☐

Jonathan Kozol

Competition can be found in search for excellence

Thomas J. Peters

American industry is "anything but healthy" and proposed protective legislation would be the "worst possible solution" to its declining role in the world economy, Thomas J. Peters said in a blunt General Session address.

Citing "a 75-percent probability of significant protective trade legislation during the calendar year 1986," the author of two best-selling books on "excellence" in business warned that "we are about to shoot ourselves in the foot, or perhaps in the temple."

Instead of protecting faltering industries, the United States should encourage American companies to learn from the competition—particularly the Japanese.

The solution is "obvious," he said. "Turn *up* the heat of competition. *Don't* turn it down."

Although he is pessimistic about possible congressional action, Peters admitted to being "partially optimistic" about industries' abilities to rebound, based on what is known about excellence.

"We have winners," said the co-author of *In Search of Excellence* and *A Passion for Excellence*. "We have winners in every sector of the economy, including the most beaten and battered. Moreover, in every sector of the economy, we know the shape of the generic winner."

The primary key to success can be summed up in the phrase, "Big is no longer beautiful," he said. "Just the opposite is true. Uniformity has given way to broader choices. Mass markets have splintered. Size has lost its significance. Rank in the Fortune 500 no longer means anything."

Instead of the giant corporate model built by U.S. industry in the period between World War II and the oil crisis in the mid-1970s, Peters proposed a model made famous in Japan, where production takes place in "smaller or small standalone units within a larger organization."

In such an environment, he said, it is possible to "return to the common sense" of a "more human scale." Production is "closer to the customer, closer to the market, fleeter of foot, providing higher value . . . products, innovating much more rapidly, and providing superior service and superior quality."

By way of illustration, Peters said he could summarize the entire Japanese/American business issue in two sentences:

"In Japan, the managers' offices are small, cramped, crowded and dingy, and the plants are spotless. In the United States, the managers' offices are beautifully appointed and spacious, and the plants look like pigsties."

"There is no magic," he added. "We know what to do." ☐

Advances in telecommunications can give boost to classifieds

New telecommunications technologies can make newspapers' classified advertising departments more efficient today. But newspaper executives should be aware of developments in the telephone directory business and in government policies dealing with phone companies that could adversely affect newspaper classifieds tomorrow.

Those were the two main messages conveyed at the clinic titled "Getting a Competitive Edge: A Hard Look at Classifieds."

Classified advertising revenue more than doubled in a decade and accounted for 32 percent of all newspaper advertising revenue in 1984, according to moderator Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican.

One of the best ways to keep classified ad dollars flowing to newspapers is to "be more responsive to advertisers' needs and to use the tools, including telecommunications technology, that are available to us," said Martz, chairman of the ANPA Telecommunications Committee.

"Remote entry"—advertisers' use of personal computers and telephone lines to enter material directly into newspapers' computer systems—is one such tool. Several newspapers already are using remote entry, Martz said.

But panelist James N. Longson warned of a drawback. "The good news is that lots of advertisers will have lots of computers, and many will want to use them to place advertising," he said. "The bad news is that they will all be different."

Longson, vice president/corporate development for the Tribune Co. in Chicago, compared the problem with one about 15 years ago, when wire services had different computer protocols, forms and codings. That led to development of the ANPA wire service standards.

"We need to do something similar, and soon, if we are going to allow our advertisers to use their various computers to place ads," Longson said. Any future standards should meet advertisers' needs, but they should be developed by the newspaper industry, he emphasized.

(Coincidentally, almost as Longson was speaking, steps were being taken to coordinate industry efforts to arrive at voluntary standards for remote entry of classifieds. Meeting in conjunction with the Convention, representatives of the Association of Newspaper Classified Advertising Managers, the International Newspaper Advertising and Marketing Executives, and ANPA's Telecommunications and Technical committees agreed that ANCAM should lead a joint project in that regard.)

The Minneapolis Star and Tribune is using another new telecommunications technology, "voice mail," the clinic was told. "Simply put, it's a computerized way of putting answering machines on the ends of your phones," explained Roger P. Parkinson, president and publisher.

The newspaper's primary objective was to use voice mail to improve service to big-volume classified customers. These contract advertisers can leave recorded messages if they are unable to reach sales people directly, he said.

During a typical week, 6,000 recorded messages are left, Parkinson reported. Two-thirds give specific instructions on handling an ad; one-third simply ask a sales person to return the call.

A "downside" to voice mail is that it is "not cheap," said Parkinson, noting that the Star and Tribune system cost $180,000.

While newspapers' classified operations are changing, so is the nature of the competition for classified advertising.

In many markets, newspapers have ignored a "significant competitor" in the form of the Yellow Pages business, noted Leonard P. Forman, director of planning and chief economist for The New York Times Co. That business has been considered a "relatively inflexible medium" with a "relatively stable share of the market," he said. But that is changing.

The Yellow Pages' share of the ad market grew from less than 5 percent in 1974 to 6.7 percent last year, Forman said. Between 1974 and 1984, the number of Yellow Pages publishers increased from 26 to 172 and the number of directories from 4,000 to 6,600.

Directories are becoming more versatile, too. "In recent years, you might find some directories having four-color inserts, as well as some spot-color highlights," he said. "In some, there are even tear-out coupons, sports schedules, seating plans, and the list goes on and on."

Another panelist urged newspapers to pay more attention to the battles being waged in Washington as the regional Bell operating companies attempt to loosen governmental restraints on their operations.

Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc. in Davenport, Iowa, said the Federal Communications Commission is looking into changing its requirement that the regionals use separate subsidiaries to provide sophisticated, non-regulated telephone services. "It's my opinion we will lose the battle at the FCC and the requirement to go through a separate subsidiary will be eliminated," he said.

According to Schermer, other battlegrounds are the Justice Department, where the regionals have filed requests for changes in the "modified final judgment" governing the breakup of AT&T, and Congress, where legislation has been introduced to circumvent the MFJ.

The "consequences" of these proposals, he said, "could be a time bomb ticking in your classified department today and perhaps your newsroom tomorrow." ☐

Fred Mertz, San Francisco Chronicle

Longson (at lectern) warns of problems stemming from incompatible computer systems.

Readership studies analyzed

McGrath identifies readership issues.

Readers and the public give generally high marks to newspapers, prominent researchers agreed, but they nonetheless identified areas for improvement.

Panelists at the clinic, "What They Think of Us: Our Readers/Public," clarified similarities and differences emerging from recent publicized studies commissioned by the American Society of Newspaper Editors, the Associated Press Managing Editors and The Times Mirror Co.

Also, Christine D. Urban, president of Urban & Associates Inc., highlighted conclusions based on 10 years of research by her Sharon, Mass., firm.

When defined as "believability," newspaper credibility is high, according to research by Minnesota Opinion Research Inc., retained by ASNE and APME, and by The Gallup Organization of Princeton, N.J., retained by Times Mirror.

But studies by both firms show wavering confidence in the media's "day-to-day practices," particularly in a perceived "intrusiveness" during news gathering, said Michael J. Robinson, director of the Media Analysis Project at George Washington University in Washington, D.C. The studies show press distrust to be most acute "at opposite ends of the socioeconomic spectrum," noted Kristin McGrath, president of Minneapolis-based MORI.

Most bothersome, according to the Times Mirror survey, is a perception that the press is "less than independent" from outside pressure. "In the public's mind, it is the *external pressures* exerted on the press that best explain why the news media sometimes fail to live up to standards," said Gallup President Andrew Kohut.

For McGrath, three issues from the ASNE and APME studies "might be cause for concern among top newspaper executives"—"unusually high distrust of the media" among certain groups; the needs of journalists she termed "'younger transients' who may contribute disproportionately to public distrust of newspapers"; and the danger that public misconceptions about the media could undermine the "watchdog" role of the press.

In a wide-ranging list of 11 "reader expectations," Urban included the following maxims for publishers:

- "Readers think we don't do enough in terms of institutions, which are easy to cover, but also expect us to get the story from the people behind those institutions, which is more difficult."
- "Readers expect newspapers to value their time. . . . Twenty-five minutes, give or take, is what you have." They want their papers to make "firm editorial judgments" that "cut the bloat," particularly in weekday editions.
- "Readers expect the paper to be written for normal folks. . . . Stop worrying as much about the demographics of who is reading and start worrying about how deeply or how much all of the market is reading."

Urban added: "Study after study has proven that the other scale—that is, the not-upscale, blue-collar, working-class, middle-income people, are excellent newspaper readers. They are interested and they are involved and they are experienced." ☐

'Wellness' programs can save health costs

Swelling health care costs and possible prescriptions to ease the pain were outlined in the "Wellness in the Workplace" clinic.

Panelists said private industry—which according to one estimate is paying $160 billion a year for employee health insurance and other medical programs—can lower costs over the long run by instituting "wellness" programs. Those can include a number of different activities aimed at what moderator Dr. Wayne O. Buck called "a physical, spiritual and emotional sense of well-being."

Many firms have, in fact, adopted such programs and are reporting success, panelists said. Few newspapers are among them.

"Newspapers have been slow to respond" to rising health costs, said Buck, corporate medical director of The Times Mirror Co. That is despite his estimate that for every dollar a newspaper spends in this category, it must generate five to 10 times that much revenue.

Buck noted that ANPA is drafting a model wellness plan newspapers can use as a basis for their own programs. It should be ready for distribution soon.

Among panelists outlining possible benefits from such a program was Robert N. Beck of Bank of America. He said a recent survey showed 73 percent of responding companies that changed their health-care plans to include more aspects of prevention and wellness reported lower costs in 1985.

Another panelist, Diana Chapman Walsh of the Boston University School of Health, said a major obstacle to examining workplace wellness programs is that nobody knows how many are in place or how intense they are.

Walsh described two general types of programs being adopted by industry.

One is the employee assistance program, in which a company identifies and helps employees experiencing personal or emotional problems.

The other is the workplace health promotion program, which can include programs to control hypertension, smoking, alcohol and drug abuse, and accidents.

Willis B. Goldbeck, president of Washington Business Group on Health, a health-issue educational organization in Washington, D.C., said firms can look at the expense of such programs as just another form of "asset management"—akin, say, to management of a computer system. Employers must find a "balance between the profit and productivity goals of a corporation and the benefit of the worker," Goldbeck said.

He said businesses also must deal with their role as an "illness maker" and look at stress, "unhealthy supervisory techniques" and other factors.

Newspapers have yet another obligation, Goldbeck maintained. "You are part of a mission in this society" to increase health awareness, he said. ☐

Perspectives on the shuttle tragedy

Both the press and the National Aeronautics and Space Administration drew criticism during a wide-ranging Associated Press panel on the Challenger disaster.

From Howard Benedict, veteran AP space correspondent, the criticism concerned the "pack journalism" of reporters descending on Cape Canaveral after the explosion that killed seven space shuttle astronauts Jan. 28.

William R. Graham

For NASA's acting administrator, William R. Graham, it was a press "looking not just for information, which we were trying to provide as we learned it ourselves, but for speculation."

And in a terse exchange with AP President Louis D. Boccardi, veteran astronaut Alan B. Shepard dismissed discussion in the media about the doomed shuttle crew. "I just don't think that people are interested in that," he said. "It doesn't help anything."

In answer to Boccardi's invitation to "tell the opinion leaders of this country what you think the nation's space policy should be," Graham said it should be "both broad and deep."

However, following the Challenger disaster in January and the Titan accident last month, "we are finding now some unexplored shallows in our space program," he said.

Specifically, he observed: "I don't think we have enough breadth in our space program at this point. I don't think we have enough national capability to get to orbit, to overcome temporary setbacks, to deal with unexpected accidents . . . I think we are going to have to review the national space program in that light as we go from this point forward."

One of the panelists was critical of the nation's emphasis on manned space flight. NASA historian Alex Roland, associate professor of history at Duke University, observed that "we've come up with the harvest" of a policy "to make all our space flight manned space flight, to make everything ride on the shuttle."

But Barbara Morgan of McCall, Idaho, designated the next "teacher-in-space," had only kind words for NASA and no particular comment for the press: "I relate to this in school terms because I am a school teacher. As a teacher I work very hard with my students to try to instill attitudes that will help prepare them for the future. My two favorite attitudes are a sense of teamwork . . . and seeing problems as challenges. And that's what I see in NASA." ☐

White is oldest space candidate

The oldest of the 100 candidates chosen in the first round of the journalist-in-space selection procedure received considerable attention at the Convention.

Robert M. White II, the 71-year-old publisher of the Mexico (Mo.) Ledger, appeared nonplussed when asked how he stays in such good shape. "I play a little golf. I go fishing," he said. "I don't do anything special."

As for the NASA mission, he commented: "My mission is to make the next cut." ☐

Familiar faces at the Fun Run

If ANPA scored with its 100th Convention in a city beginning its 80th year after the 1906 earthquake, **presstime** kept the commemorative pace: Its second Convention Fun Run April 21 coincided with the 90th Boston Marathon.

As he had done a year earlier in Miami Beach, Circulation 86/87 Publisher Peter Sinding captured first place among male entrants, covering the two-mile course along San Francisco Bay in 11 minutes, 38 seconds. Finishing second, 13 seconds later, was Owen Van Essen, vice president of Lee Dirks & Associates in Birmingham, Mich. Third was Bill Baker, vice president/news of Knight-Ridder Newspapers Inc., whose time of 13:06 was best in what he proclaimed to be the "49-and-over category."

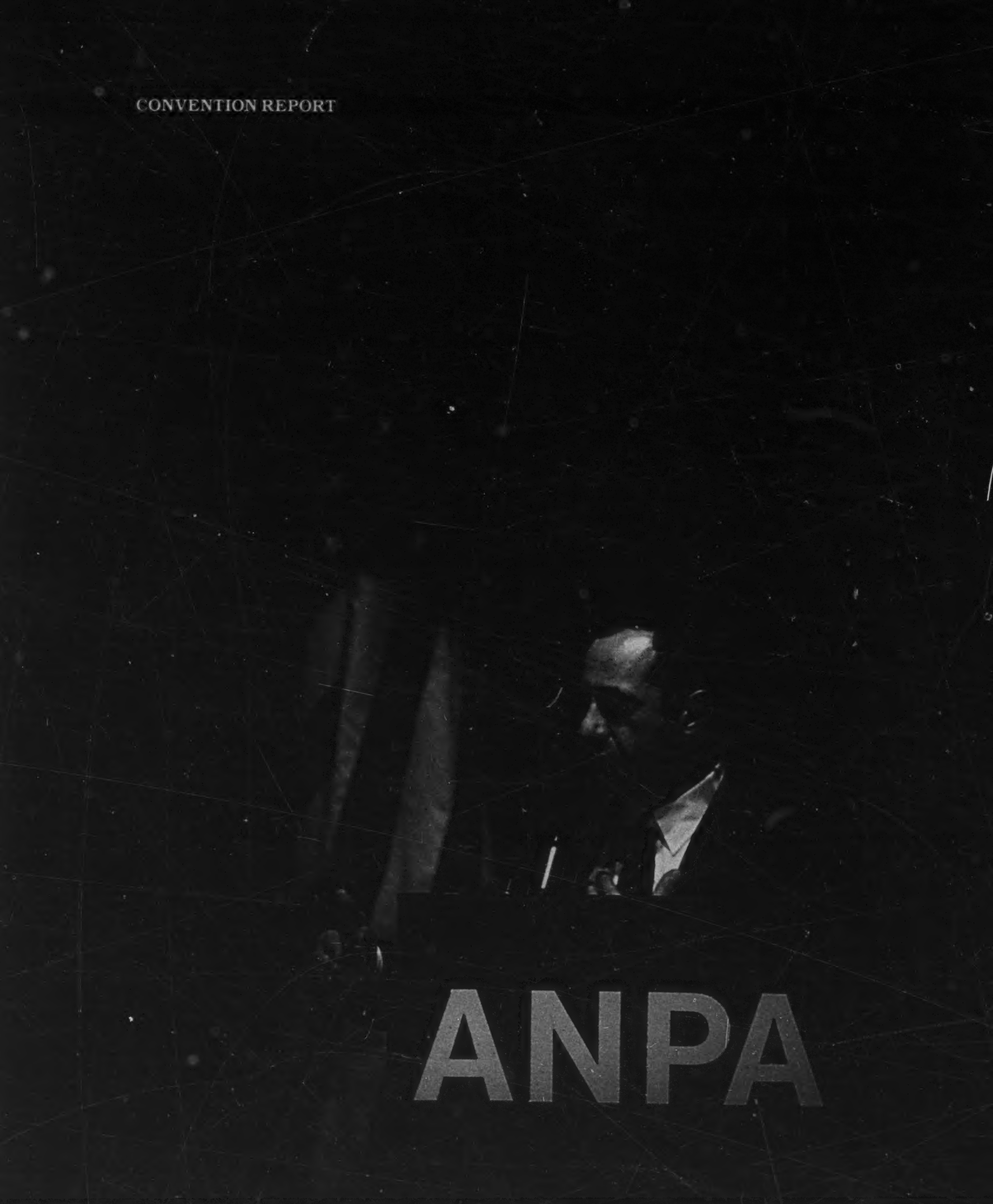
First among women was Lee Kintzel, a lawyer and wife of a Cox Enterprises Inc. executive, who finished 17th overall at 15:20. Next was Katharine P. Darrow, general counsel for The New York Tim[illegible] C[illegible], at 16:41, followed by USA To[illegible] Publisher Cathleen Black, 17:33.

Plaques were presented to the winners. All 92 finishers, including the last-place (36:14) walker who identified herself as "anonymous," received T-shirts.

Another **presstime** Fun Run will take place June 22 in Atlanta during the ANPA Operations Management Conference & Exposition.

It wasn't the Boston Marathon, but it shared the same day.

CONVENTION REPORT



Cuomo makes strong pitch for covering nation's ills

Mario M. Cuomo, governor of New York, possible candidate for president, orator nearly without peer, brought the publishers both a message—that there is poverty and hurt throughout the land—and an invitation—to increase their coverage of the problem.

Although the substance and resonance of the Cuomo remarks at the luncheon meeting raised memories of his celebrated "Tale of Two Cities" speech in the same city nearly two years ago, there was one powerful difference.

This time the audience was not the enamored throng that hung on every word of the Cuomo keynote address at the 1984 Democratic National Convention and cheered wildly at the end.

This time it was nearly 1,700 newspaper executives and spouses who received him warmly, applauded politely at the end, but did not appear to leave their hearts—much less their political souls—in San Francisco.

Cuomo tried hard in his 30-minute address to enlist the newspaper audience as allies.

"Some people think you set the agenda for the electronic media," he said. "That it's you . . . who decide what lead stories people will read, and hear, and see. And in what order."

In that agenda-setting role, Cuomo maintained, newspapers are beginning to tell stories that represent the flip-side of America's recent prosperity. The side, he said, where 8½ million people are out of work, where 5½ million are settling for part-time work "because they can't find a full-time job," where millions are homeless and hungry "more than at any time since the Great Depression," and where "more than one child in every five is growing up in poverty—among black children, more than one in two."

These newspaper reports about this "other America," he said, so far are "only trickling in. They are mostly anecdotal." What is needed, he said, is a greater effort by the press to tell the whole story.

Cuomo, who often is pressed to provide ideas for tackling the problems he so eloquently describes, deflected that point by stating that it is not the ideas that are lacking but the will to act. For that to come about, there must first be "a recognition and an understanding" of the problem. And that's where the press comes in.

Day 2 — April 22

- ✓ A possible presidential candidate
- ✓ Chapman elected to head ANPA
- ✓ Tough issues before ABC
- ✓ Setting the stage for the future of advertising

"We need you to tell fully and clearly the Tale of Two Cities," he implored the publishers. "To describe for us the mean streets, how they oppress the people who live there and their menacing possibilities for those of us who live on the hill."

The response to Cuomo's performance, while warm, was in stark contrast to the 40-second standing ovation the same audience had given the previous day to former President Richard M. Nixon.

The New York governor, in a press conference following his speech, acknowledged the mood. "I'm glad they didn't throw stale rolls," he quipped. Publishers, he said, are doing very well. "They're riding around in yachts." But, he added, "they were very kind to me."

Cuomo himself had some gracious words for Nixon in his opening remarks. Noting that his was among the voices that found fault with the former President during the latter's "moment of sadness," he added, "President Nixon is a man of great intellect, unique experience and extraordinary political wisdom. He has shared all of that with the American people generously and beneficially, and I believe most Americans are grateful for that and hope that he will continue to offer us his counsel for many years to come."

When the applause died down, Cuomo added: "That does not mean he is right about the next election or knows anything at all about poetry and prose."

That last was a reference to Nixon's previous-day assessment of Cuomo as a possible presidential candidate. The former president said Cuomo is a "very savvy politician" who is "more poetry than prose."

About that possible presidential run, Cuomo said later that he would be announcing his decision in a few weeks. He has said many times that he would not run for the presidency if he decides to run for re-election as governor. ☐

Margaret Genovese

Kenneth C. Bronson of Stauffer Communications relaxes with the ANPA Chronicle in the Fairmont Hotel lobby. The special tab was produced four days by the San Francisco Chronicle.

At left: Cuomo was still mum on whether he will run for President.

Knight-Ridder's Chapman succeeds Johnson as ANPA chairman

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., was elected chairman and president of ANPA at the Association's annual business meeting.

Other officers elected were: vice chairman, George W. Wilson, publisher of the Concord (N.H.) Monitor; secretary, Arthur O. Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; and treasurer, William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle.

For the first time in ANPA history, officers will be limited to one-year tenure and will follow an annual succession from treasurer to secretary to vice chairman to chairman. Previously, it was customary for the chairman and vice chairman to be re-elected to a second one-year term, and the only succession was from vice chairman to chairman. The new procedures were adopted by the Board of Directors in September [presstime, Oct. 1985, p. 64].

Three new directors were elected to two-year terms at the meeting. They are John J. Curley of Gannett Co., Arlington, Va.; Sandra C. Hardy of Calkins Newspapers, Levittown, Pa.; and Joe Hladky of The Gazette Co., Cedar Rapids, Iowa.

C. David Rambo

Reporter Lisa A. Chung of the San Francisco Chronicle interviews Sulzberger.

ANPA
FRANCOEUR
FRAN

Chapman (right) takes the Association's reins from Johnson.

Re-elected for two-year terms were the following ten directors: Garner Anthony of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr. of The Hearst Corp., New York City; Charles T. Brumback of Chicago Tribune Co.; Robert F. Erburu of The Times Mirror Co., Los Angeles; Edward W. Estlow of Scripps Howard, Denver; Jacques G. Francoeur of UniMedia Inc., Montreal; Edwin L. Heminger of The Courier, Findlay, Ohio; Uzal H. Martz Jr. of the Pottsville (Pa.) Republican; John G. Montgomery of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr. of A.H. Belo Corp., Dallas.

Retiring from the Board after completion of their normal tenure were former Chairman and President William C. Marcil of The Forum, Fargo, N.D.; Helen K. Copley of The Copley Press, La Jolla, Calif.; and K. Prescott Low of The Patriot Ledger, Quincy, Mass.

Under the new governance procedures, Chapman also will serve as chairman of the Executive Committee this year. In recent years, that position has been held by the immediate past chairman and president. Richard J.V. Johnson of the Houston Chronicle, the immediate past chairman, will serve one more year on the Board.

ANPA membership increased by a net of 17 newspapers since the 1985 Convention, according to the **membership report** presented by Membership Committee Chairman Montgomery. Current membership is 1,395, he said.

In his **treasurer's report,** Sulzberger said ANPA last year generated revenue of $11,682,082, incurred expenses of $10,399,123 and produced a net surplus of $641,480 after providing for contingencies.

"From a budget standpoint," he said, "last year was the first breather for the Association in some time." However, he noted, it is too early to forecast this year's performance.

As a hedge against "unforeseen events," the membership renewed the standby authority for the Board to increase the dues formula by a maximum of 10 percent. Over the past 24 years, Sulzberger noted, this authority has been exercised only eight times and only in 5-percent increments.

In his **executive vice president's report,** ANPA Executive Vice President and General Manager Jerry W. Friedheim described the Association's "outreach" activities, using a slide presentation to show the extent of those activities throughout North America.

Not all, or even most, of ANPA's work occurs at The Newspaper Center in Reston, Va., Friedheim said.

Jerry W. Friedheim

"In fact, most of what we do happens out in cities and towns all across North America. And that's how it should be," he said. "We are an international trade association carrying programs and services to our member newspapers and to newspaper executives wherever it is most convenient for them." ☐

Issues not as easy as ABC

The issues discussed at the General Session on circulation auditing have become familiar ones for newspaper publishers in recent months:

- Should the Audit Bureau of Circulations conduct readership research?
- Should ABC require newspapers to report circulation by ZIP code areas?
- Should ABC count bulk sales in total circulation figures?
- Should newspapers be allowed to promote the value of coupons on the day of publication?

Panelists from the three components that make up ABC—publishers, retail advertisers and ad agencies—provided fresh perspectives at the session, "Audit Bureau of Circulations—A Tripartite Focus on Newspaper Issues."

Readership and audience research—The ABC board in 1984 adopted a policy of "non-involvement" in this area.

"Readership research is at best an imperfect art" and entering this field might "dilute the credibility" of the ABC report, said Joseph W. Ostrow, executive vice president and director of communications services for Young & Rubicam ad agency, representing national advertisers.

Publisher representative James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp. in Dallas, said that readership research "is not an alternative for audited circulation data" and that delving into it would "compromise the confidence that both the advertisers and the buyers have" in ABC data.

The retailer representative, James F. Boynton, manager of media services of JCPenney Co., said although readership research is "of interest to us," ABC's greatest strength is the standardization of its circulation reports.

ZIP code reporting—It is now optional for publishers.

Boynton said such reporting should be required because "we need to know what your circulation is in these units."

Ostrow said the information is not an "overwhelming issue" at the moment for national advertisers, but he said it will become increasingly important.

Moroney said newspapers recognize retailers' marketing needs, but many are "understandably concerned" about releasing such private business data.

Bulk sales—They are now reported separately in detailed ABC reports and not included in the shorter Fas-Fax.

Moroney said there are good reasons to include bulk sales, one of which is that they usually represent upscale readers. But there are concerns about inflated figures, he said. He also observed that newspapers can use current bulk statistics on an individual basis.

Ostrow said bulk sales should be shown clearly as a component of total circulation. Above all, he said, "give us the building blocks clearly identified," so that national advertisers can decide for themselves the worth of the data.

Boynton said retailers do not put much weight in bulk sales.

Same-day coupon promotion—The ABC Board of Directors will vote on this issue at its June meeting.

According to Moroney, benefits of such promotion are unclear. A recent test seemed to have "minimal" effects on circulation, he said. If that is true, "we end up with a two-headed coin: We can assure advertisers that same-day coupon promotions will not cause dislocation in our markets; we will at the same time also be admitting that same-day promotions are not circulation stimulants that we feel they might be."

Ostrow supported giving newspapers the right to market themselves in whatever fashion seems appropriate. ☐

The media and terrorism

The title of the panel discussion was "Terrorism." But the program, organized by United Press International, focused less on that phenomenon than on the media's coverage of it.

Calling terrorism the "overriding issue of the day," moderator Helen Thomas observed that the "role of the media in reporting on terrorism has been questioned, at times criticized."

"In different situations, the media, particularly television, have been accused of aiding and abetting the terrorists by giving them the spotlight," said the UPI White House bureau chief.

Acknowledging that he has asked himself many times whether his coverage plays into the hands of terrorists, panelist Thomas L. Friedman, Jerusalem bureau chief for The New York Times, said his answer is simple: "Bad, irresponsible journalism definitely does play into the hands of terrorists. Good, responsible journalism definitely does not."

When covering a terrorist incident, Friedman said he tries to keep a few rules in mind. The first is, "Don't exaggerate the role of the camera or the American angle." He said both of "these mistakes" were evident in coverage of last year's hijacking of the TWA airliner in the Middle East.

Friedman, a former Beruit-based correspondent for UPI, also said he tries to use the words "terrorism" and "terrorist" with "precision."

UPI's current Middle East correspondent in Beirut, said he likes to use the word "terrorist" as "little as possible." Said Peter Smerdon: "The word itself sells both newspapers and policies like hotcakes but goes little toward comprehending why or who."

Smerdon, who was kidnapped last June by gunmen in Beirut, threatened with death and driven around the city in the trunk of a car before being released, admitted that "like all journalists in the Middle East," he has been intimidated.

Journalists can protect their independence "by attempting to ensure that what the gunman reads in Beirut is not what is printed in Kansas," he said. Smerdon did not elaborate, but on the same issue, Friedman mentioned such devices as omitting datelines and bylines or mixing information into stories originating elsewhere.

The only television representative on the panel, ABC Chief White House Correspondent Sam Donaldson, said he has a "problem" with live TV coverage of terrorist incidents. "We've got to be careful that we don't just turn the cameras on events, people, situations without any editorial sense, any critical judgment," he said.

Terrell E. Arnold, former deputy director of the U.S. State Department's unit that addresses terrorism, recited a litany of charges made against the media in their terrorism coverage: getting directly involved, interfering, exhibiting bias, "putting the heat on incident managers" to get them to take a particular action, and helping terrorists by giving them the publicity they seek.

But, said Arnold, vice president of the Institute on Terrorism and Sub-National Conflict in Washington, D.C., "for every charge I can conjure up . . . against a media person in this area, I can very readily point to situations in which media people have been immensely helpful."

Preparing for the future in newspaper advertising

A highly detailed report of its Future of Advertising Committee anchored the General Session produced by the Newspaper Advertising Bureau.

Formed one year ago, the committee has been charged with assuring newspapers' ability to flourish in an increasingly complex and competitive media market. (See story, p. 71.)

Introducing the hour-long program summarizing the work of the committee's 10 task forces, outgoing NAB President W. Thomas Johnson called the project "one of the most significant industry-wide efforts ever undertaken."

"Even though many present conditions are quite positive, ever since the advent of television we have been slowly losing advertising market share and circulation penetration in many cities," said the Los Angeles Times publisher. "If we are to remain the nation's number one advertising medium, and if we are determined to improve our share of market, we simply must respond more aggressively and more creatively to the changing needs of our readers and our advertisers."

Harold W. Andersen

Professing himself "thrilled" with the work so far, ANPA's new chairman and president, Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc., pledged the Association's full support. "ANPA will be solidly behind this effort and will continue to give it the very highest priority," he said. "All of us know that advertising brings in 70 percent of the revenue in the newspaper business, and without that revenue, every effort to improve our business will go down the tubes."

More than 120 newspaper executives have served on the project's task forces, reported Committee Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

He noted that task forces are at different stages in their work. "In some cases, the problems are well-known, and the task force's job has been to suggest the best solutions. In other cases, the first challenge has been to precisely define the problem. And for several task forces, the first job has been to determine what kind of information is needed before going to work on possible recommendations."

Chairmen of the task forces then reported their developments and plans:

- **Readership.** Reg Murphy of The Baltimore Sun said a manual titled "How to Gain and Retain Readership" will be mailed to ANPA and NAB newspapers by June 1. Next, the task force will survey the effectiveness of circulation-retention strategies used by various newspapers, then follow up with formal research on the most successful ones. For the longer range, it will develop a "cost/benefit computer model for the analysis of newspaper economics."

- **Reproduction.** Walter E. Mattson of The New York Times Co. urged widespread use of the new "Guide to Quality Newspaper Reproduction." (See story, p. 84.) He called it "the most important document on newspaper reproduction in the business and the best that it has ever published." Planned by the end of 1986 are an ANPA quality-evaluation service for publishers and a publishers' checklist, tentatively called "How to Monitor Your Newspaper's Production Quality." Over the next few years, plans call for the ANPA Technical Committee to prepare a newspaper production manual setting "quantifiable, measurable minimum standards for each step of the newspaper production process."

- **Standardization.** Joe D. Smith Jr. of the Alexandria (La.) Daily Town Talk called attention to such initiatives as AD/SAT, a system for transmitting newspaper advertising by satellite that will begin a demonstration period this fall, and recent efforts by the International Newspaper Financial Executives to refine standardized invoices. In addition, the task force is working on standardization of advertising contracts and conditions; classifieds; and television program guides.

- **Alternate Distribution.** Tucker Sutherland of Harte-Hanks Communications Inc. noted that although 78 percent of U.S. and Canadian newspapers already have target-marketing delivery systems, the task force believes "this important growth area requires more formal and better organized efforts at the highest levels of the newspaper business." It has recommended that ANPA and NAB establish a joint committee to handle such projects as development of a manual on how to establish a profitable target-marketing plan.

- **Classified.** Ashton Phelps Jr. of The Times-Picayune/The States-Item in New Orleans said the task force in April distributed questionnaires to classified departments at more than 700 newspapers. After analyzing results of the survey, the committee will review existing readership research, hold focus-group sessions with key advertisers in real estate, recruitment and automotive, do pilot studies in individual markets, and commission outside research and consulting firms to study other classified media.

- **Sales Structure.** Vance L. Stickell of the Los Angeles Times said the task force is taking a comprehensive look at "present sales practices in the newspaper business, considering possible future directions and addressing the question of strategy in getting where we want to go."

- **Sales Personnel.** Cathleen Black of USA Today reported the task force will study three aspects—recruiting, training and compensation. "There is a suspicion" that current practices in these areas are "not competitive," she said.

- **Promotion and Advertising.** James F. Hoge of the New York Daily News said the task force will devise ways to publicize newspapers' community service projects; encourage publishers' contacts with ad agencies and advertisers; and increase publicity for NAB's Athena awards and Creative Newspaper, as well as promote similar ad competition on the local level. The group is also proposing an "industry-sponsored public relations campaign" over a three- to five-year period, he said.

- **Pricing and Positioning.** Jerome S. Tilis of the Detroit Free Press said that on pricing—a "sensitive area" because of antitrust laws—the task force will be studying some of the following areas: volume and frequency approaches to sales of national advertising; new ways to categorize ads besides the traditional national, retail and classified divisions; and uniform rate breaks for multi-market advertisers. On positioning, he commented: "We believe a lot of immediate progress can be made in offering advertisers new options to make their ads stand out, giving them the same kind of flexibility they enjoy" in magazines and preprints.

- **Marketing Data.** Chairman Andersen delivered the task force report and outlined several proposals to standardize marketing data.

In the bureau's annual business meeting that followed, NAB officers said revenue from dues, investments and other income was estimated at $13,970,000 for the fiscal year that will end June 1. Since June 1, 1985, 27 new members joined the bureau and 31 resigned, with a slight net increase in dues.

During this meeting, members elected nine new directors and re-elected seven incumbents. At an April 20 meeting of the bureau's board of directors, three new officers were elected to one-year terms: chairman, Frank A. Daniels Jr., The News and Observer and The Raleigh (N.C.) Times; vice chairman, Robert G. Marbut, Harte-Hanks Communications Inc.; and secretary and assistant treasurer, Hoge of the Daily News. □

Ed Hannibal (left) of the San Francisco Newspaper Agency and John K. Zollinger of The Gallup (N.M.) Independent catch up on the news in the Masonic Auditorium lobby.

Daniels (right) succeeds Johnson as chairman of the NAB Board.

An unhealthy feud

The chairman of the American Association of Advertising Agencies said newspapers and agencies should not have an adversary relationship. "That's not good. It's like two brothers fighting," said Louis T. Hagopian.

As head of the N W Ayer Inc. agency in New York City, Hagopian acknowledged that there are differences between newspapers and agencies. Newspapers "don't like the fact that we put so many of the big national advertising dollars into television." Agencies are "rankled at the discrepancy between national and local advertising rates. We think they are unfair."

He added that whenever "something's festering between us, let's work to heal it. Most sets of brothers do."

At the General Session arranged by the Newspaper Advertising Bureau, Hagopian saluted publishers for instituting the voluntary, expanded system of Standard Advertising Units, testing satellite delivery of ads from agencies to newspapers, achieving better color reproduction and improving editorially. "Far and away," he said, "the most important thing newspapers are doing to attract us is your constant effort to improve the editorial product. They may hate to hear it, but it is editors, deskmen and reporters who sell your national advertising."

Hagopian also called on publishers to join agencies in promoting corporate understanding about the advertising process and about the value of media advertising.

AAAA has launched an advertising campaign aimed at business leaders, Hagopian reported. "Our problem—and I submit that it is your problem, too—is that most corporate chief executives don't know much about advertising, pay it heed or recognize its contributions to the success of the enterprises they lead." Instead, they view advertising as a "chore to be delegated to middle management—an expense to be controlled."

The new campaign is designed to demonstrate that advertising is "a sturdy tool to build companies, brands and consumer franchises." Business leaders need to be told that "you hire outside accountants to keep you out of trouble, and you hire lawyers to get or keep you out of trouble. On the other hand, you hire a good advertising agency to make you more money," he said.

A related effort seeks to convince colleges and universities to require every student who majors in business administration to take a course in the basic principles of advertising. "We believe advertising is so important to business executives that some basic training is needed."

On the second battle, over the value of media advertising, Hagopian said the challenge is to convince business leaders that "building and sustaining brand equity through advertising has more direct and lasting value than premiums and promotions and coupons ever will."

Hagopian also appealed for newspaper support of the "freedom to advertise." (See essay, p. 35.) □

Newsprint price hike seen unlikely this year

Four securities analysts held the attention of a large audience for the clinic on "Newsprint—New Perspectives" by making a series of predictions about the future of the newsprint and newspaper businesses.

Two of the analysts were Canadians who specialize in watching the forest-products industry.

Brian F. Topp, senior financial analyst of Midland Doherty Ltd. of Toronto, assured the publishers "there will not be a newsprint price increase in 1986."

Surplus supply will "persist for at least two more years," said Topp, who reported that average transactions today are running about 10-percent lower than the U.S. list price of $535 per metric ton.

His forecast calls for the list price to reach $600 per ton in 1988 and $660 in 1990.

It will take more than a year "to eliminate deep spot discounting," said Topp, who noted that some Canadian newsprint producers are "locked into two- and three-year contracts" that are having "a devastating impact" on their profits.

He also pleased the publishers by saying he doubts there will be paper shortages in the foreseeable future, with the United States "undeniably" becoming more self-sufficient in newsprint and higher grades of paper by 1990.

Topp said that while the higher value of the U.S. dollar versus the Canadian dollar is a big reason why newsprint prices have held steady for two years, the "dominant" factor is abundant supply.

The higher value of the U.S. dollar means "superior profit opportunities" for Canadian mills. Topp said he expects the value of the Canadian dollar to decrease even more, from about 72 cents to 65 cents (U.S.).

"So let's not feel sorry for the Canadian newsprint producers," he said. "I expect that the Canadian newsprint industry's record 1981 operating profit of $115 per metric ton will be surpassed in 1986 as our Canadian dollar slides below 70 cents. I also project that Canadian operating profits before interest and income taxes will exceed $200 per metric ton in 1990."

John M. Duncanson, senior financial analyst for another Toronto securities firm—McLeod Young Weir Ltd.—gave a less bullish view of the Canadian newsprint business. Canadian companies are experiencing difficulty in competing with newsprint producers from Scandinavia and elsewhere, he said, because of Canada's higher labor costs and older equipment.

Duncanson said 26 of the country's 97 newsprint machines are at least a half-century old. Five of them are scheduled for conversion or replacement; it would cost $1.5 billion (Canadian) to upgrade the other 21, he reported.

With long-term debt currently in excess of $3 billion, the Canadian newsprint industry would be hard-pressed to justify spending that much, according to Duncanson. "Even if the desire was there," he said, "the ability to raise the necessary capital will be hampered by the extremely low rates of return based on current market prices."

He explained why U.S. newspaper publishers should be concerned about the health of the Canadian newsprint industry. Despite the fact that "the Canadian share of the U.S. market in the past five years has been watered down," Canada still provides the majority of newsprint consumed in the United States—about 57 percent of the total.

The other two panelists were newspaper analysts from New York City: Edward E. Dunleavy, vice president of Salomon Brothers Inc., and R. Joseph Fuchs, vice president and director of Kidder, Peabody & Co. Inc. Both said they expect the economics of newspaper publishing to change significantly during the rest of the 1980s because of "disinflation," with obvious impact on newsprint consumption.

Dunleavy said disinflation will mean a slowing of national economic growth, overall advertising and newspaper advertising. Of particular concern to publishers is the fact that "newspaper advertising has been losing market share in a very strong market" in recent years, and that "as the market growth slows, it is going to be increasingly difficult to show profit gains when you're losing market share."

Circulation training a sore spot

The hiring and training of circulation managers was described at one clinic as a significant problem area for newspapers.

"Newspapers, generally speaking, are just paying lip service to training," said panelist John B. Raytis, general manager of The Fresno (Calif.) Bee. Recounting a visit he made to observe employee training in Disneyland, he commented: "They're hiring $5-an-hour people, and they're training them for two weeks. We're hiring $500-a-week district managers, and we're training them for two days. I just kind of wonder why the newspaper industry really doesn't do the job the way it should."

Lack of systematic training is made more of a problem by the recent expansion of what is expected of circulation departments, Raytis told the clinic on "Circulation's Role on Your Management Team."

Recruitment is also a problem, he and other panelists observed. "Probably if we were honest, we would say the turnover in our circulation departments is the highest" perhaps twice as high as in other newspaper departments, said Stephen M. Hesse, regional circulation director of Gannett Co. "We're not doing something right on our recruiting."

Booker T. Izell

Circulation is "the most demanding position in the newspaper," Hesse said. He described many of the traits needed by managers, the most important being "the ability to work with people."

Speaking of the need to hire more minorities in circulation, Booker T. Izell, distribution director of the Atlanta Journal and Constitution, said "there isn't any difference in the training" they require. ☐

He offered "an optimistic forecast" calling for 7.5-percent growth in the "nominal" (not adjusted for inflation) gross national product; for 8.5-percent growth in total advertising; and for newspapers to "continue to lose market share and grow at about an 8-percent rate."

Because of this less-rosy advertising picture, Dunleavy predicted newspaper publishers will price single-copy sales and subscriptions "more aggressively."

He also said it is "inevitable" that there will be fewer cities with a.m./p.m. combination newspapers or competitive dailies, as well as more zoning of editions with part-run advertising. And he said more newspaper companies will move into commercial printing to pick up the business of printing advertising inserts.

"Potentially, I think that newspaper profits can continue to grow at a rate that is twice that of economic growth, but I think it's going to be much harder to do it," the Salomon Brothers executive said.

As a result of these various economic forces, newsprint purchases "will go under greater scrutiny" by U.S. publishers, according to Dunleavy, who predicted that consumption will grow at an annual rate of about 2 percent in the rest of this decade.

Fuchs of Kidder, Peabody said he expects newsprint tonnage to grow 1 to 2 percent a year in the next three to five years, compared with a projected rise in "real" (adjusted for inflation) GNP of 3 to 4 percent.

He sketched this picture of the near future of the newspaper business:

- An end to a period of rapid advertising growth, as advertisers cut advertising-to-sales ratios
- A shift in advertisers' philosophy to "marketing smarter" by pinpointing messages to particular audiences and, in general, using media more efficiently
- Improved cost management by newspapers
- A more sophisticated approach to circulation, with demographic targeting and an emphasis on "optimal" levels of penetration that "may not be as high as we previously thought"
- One-newspaper towns' "coming with more and more of a vengeance."

Moderator Michael E. Ryan, senior vice president of The New York Times Co., concluded the clinic by observing that "the future of newspapers and of the newsprint industry are closely linked." High-quality paper is an important ingredient in newspapers' goal of improving the product and keeping "readers and advertisers faithful and increasing in numbers," he said. □

FASSIO
LUCAN

Darrow (second from left) describes the potential for a "newsrack war."

In defense of newsracks

The number one reason given by local governments for regulating the placement of newsracks is public safety.

"You'd think that people were being killed right and left" by the vending machines, said Katharine P. Darrow, general counsel of The New York Times Co.

Strategies newspapers use to deal with newsrack restrictions were examined in the clinic on "Newsracks—Taking the Offensive."

Darrow told attendees that "newsrack wars" with local governments can surface in several ways:

- There is the "polite" approach, which usually starts with a letter demanding that the racks be removed.
- There is the "aggressive" approach, which can consist of impounding a machine or, as was done to a New York Times newsrack in Lenox, Mass., tarring and feathering it.
- There is the "legislative" approach, which involves passing an ordinance.

When New York City threatened to pass a newsrack ordinance, newspapers there worked with the city's legal counsel to draw up, in the alternative, a contract with a "pretty reasonable set of terms." Darrow said "everything has been blissful ever since."

Similarly, an agreement was worked out between newspapers and officials in San Francisco when "very oppressive" legislation was under consideration there, said clinic moderator Alan Freeland of the San Francisco law firm of Cooper, White and Cooper.

Negotiation also was stressed by panelist Joseph D. Priory, vice president/legal for Philadelphia Newspapers Inc., who addressed the issue of municipalities' right to regulate newsracks on the basis of aesthetics.

Although courts have upheld this right, Priory said decisions in recent cases in California and New Jersey cause him to be optimistic that newspapers can find some legal support for opposing aesthetic regulations. However, he said, "We are looking to try to resolve these cases on a conciliatory basis wherever possible."

Virgil Fassio, publisher of the Seattle Post-Intelligencer, observed that in most towns, there is no newsrack ordinance or the prospect of enacting one.

Fassio said newsrack problems have occurred where publications sold through vending machines proliferated and where "the big guy from somewhere else has gone into small towns."

Although the clinic emphasized government regulation of newsracks on public property, attendees were told that probably the most controversial area of newsrack restriction today involves quasi-public or private places such as airports and shopping centers.

USA Today has gotten mixed results to its new offensive aimed at getting newsracks behind security checkpoints on airport concourses, reported Alice Neff Lucan, assistant general counsel of Gannett Co. It has gone to court to get its boxes placed at the Reno airport, she said.

Lucan also said that courts in five cases have ruled that a shopping center is private property and therefore not a place where people can assert their free-speech rights, but that courts in three other cases have recognized an analogy between a shopping center and a town square. □

CONVENTION REPORT

Seeing (and hearing) a new way to communicate

The most jarring message of the Convention was delivered by Robert W. Pittman, "the father of MTV." He used 10 flashy videos with a high-decibel sound track to demonstrate that young people today "process information and develop opinions in a new way."

"I'm making the case that an entirely new form of communication has emerged," he said. "We can debate the issue of whether it's good or bad. But I doubt many will question its existence."

The Music Television Network, which Pittman founded five years ago at the age of 27, now reaches 28 million homes via cable TV. And in introducing him to the General Session Breakfast, USA Today Publisher Cathleen Black said his rock-music brainchild "has changed the way a generation looks at things."

Cathleen Black

Black explained why Pittman, president and chief executive officer of MTV Networks Inc., was invited to address newspaper executives. "I believe he has a message for us. We should want to know what the youth of this country want in their media choices. After all," she said, "his viewers will be our readers."

In his speech, titled "Communicating with the TV Generation," Pittman differentiated between people who grew up with television in their homes and those of an older generation for whom TV came along later in their lives. He said there is a "striking dichotomy" between them.

"Pre-TV adults" require that information "take a narrative form, moving logically from one thing to the next"; conversely, "the TV generation processes information in a non-linear manner. Kids today can do their homework, watch TV, listen to the radio and talk on the telephone, all at the same time," he said.

Indeed, The New York Times recently reported that "some people wouldn't even consider watching television without a newspaper to read at the same time," Pittman said. He called that "truly the mark of the TV generation."

Day 3 — April 23

- ✓ The music-video revolution
- ✓ Examining the Pacific Rim
- ✓ Lessons on libel

The cable TV executive said two other major factors have affected the communications environment of today's young adults—an overload of information and growing constraints on leisure time.

The way to deal with this situation is to provide quick bursts of information that young people find "exciting and stimulating and even essential," Pittman said. Already doing so, he added, are motion pictures ("Flashdance"), network television ("Miami Vice") and even TV news ("short, to-the-point stories" with "headlines and fast-moving graphics").

The print media also have begun catering to the demands of the younger generation for quick, non-narrative communication, he said. Print advertising now seeks to create a mood and get people's attention "with arresting visuals that convey strong images in very few words."

Moreover, "many newspapers and magazines have responded effectively to our need to know more and to be able to find it quicker than ever before." He cited USA Today "as an example of the effective use of boxes, capsulized headings, bursts of color, dynamic graphics—all designed to grab our attention."

In the question-and-answer period that followed Pittman's rousing, early-morning presentation, one person in the audience asked, "Is all that high volume necessary?" Pittman cupped his hand to his ear and feigned a hearing impairment. ☐

At the age of 32, Pittman is known as "the father of MTV."

At left: The famous hills of San Francisco become familiar terrain for Convention-goers as they move between the meeting sites.

Understanding the impact of the Pacific Rim

The bulk of America's newspaper readers "are not now aware of the immensity of the Pacific Rim—nor the enormous role it is playing and will play in their lives," San Francisco Mayor Dianne Feinstein told publishers. Because of that, she said, "you have work to do."

In that fashion, the mayor introduced a General Session panel on the Pacific Rim, defined as the East Asian nations in proximity to the Pacific Ocean. The four speakers then provided some of the background Feinstein said readers need about the area's politics and its economic impact on the United States.

Also addressed was what Fred Zimmerman, editor and publisher of The Asian Wall Street Journal, called the "perils of publishing" in Asia.

Zimmerman said that although in many ways his work is "like publishing anywhere else," many Asian governments "view the concept of a free and open press as an eccentric Western import that is totally impractical, if not downright dangerous, to allow in their countries."

As examples of "censorship and general harassment" present in five of the 12 Asian cities where the Journal has staff members stationed, Zimmerman cited:

- Government officials' removing offending passages with scissors or covering them with black ink or white paper
- Threats of imprisonment for violation of government procedures for dissemination of information

Feinstein urges enhanced coverage.

- Expulsion of reporters for stories considered offensive to host governments.

"But we are not totally helpless in this situation," he added. "Interested in becoming increasingly strong and influential players on the world economic stage," many of the restrictive governments, "to varying degrees and at different times, recognize that [a free press] is something that they have to tolerate," Zimmerman said.

Speaking as a journalist who has lived in East Asia for a quarter of a century, Derek Davies, editor of The Far Eastern Economic Review, challenged the tenor of Richard M. Nixon's remarks to the publishers two days earlier.

Despite what Davies called "the impressive statesmanship" of the former President's speech, he objected to Nixon's "underlying, rather arrogant assumption that as long as three or four criteria are filled—that it is for the good of the people, that it is for the good of the American people and that it is viable—America has the right, even the responsibility, to move in and depose or destabilize other regimes."

Citing examples from the history of several Pacific Rim nations, Davies cautioned against the tendency of Westerners to draw conclusions based on their own experience. "We put labels on these countries and try and force complicated and ancient societies into neat little ideological pigeonholes marked 'democracy' or 'dictatorship' or 'anti-Soviet' or 'free market economy,' when most of them are none of these things."

Davies said that instead of imposing an ideological framework on these nations, the West needs to understand the pragmatic concerns of "some of the world's most ancient and highly evolved civilizations," whose traditions have shown "enormous resilience and stability" through the considerable strains of modernization.

"If we persist in viewing the region through our own ideologically tinted glasses," he said, "we will continue to get it wrong."

Jeffrey E. Garten, managing director of Shearson Lehman Brothers Inc., was called back to Hong Kong for an emergency, and his speech was read by panel moderator Ray Shaw, president of Dow Jones & Co. Garten's thesis was that trade relations between the United States and Japan are getting better, not worse. ☐

Coors urges war against health costs

Private industry is paying dearly for rising health-care costs, but it can take steps to do something about it, said William K. Coors, chairman of Adolph Coors Co.

Addressing the ANPA Annual Luncheon, Coors noted that there are three parties involved in health matters: the patient, the doctor and the "payer" for services—typically the employer. Coors said one strategy is for employers to "get into case management" of employees' medical situations.

William K. Coors

He said, for example, it is incumbent upon employers to keep close tabs on medical bills. The beer company executive told of a case in which a worker received an unreasonably high bill for hospital surgery. The firm found that extra charges had been imposed because of a hospital goof: The patient fell off the operating table and broke his hip.

Another major part of containing costs is "wellness," or, as Coors said, "the art of not becoming ill." As much as 95 percent of all illness is a result of "individual lifestyles," he continued.

The Coors company is one of a growing number of firms that has a "wellness program." Components of a such a program include proper diet ("Eat to live instead of live to eat."), aerobic exercise (even "when you don't feel like it") and "meditation" ("I hate to call it meditation, but that's what it is.").

Coors acknowledged that excessive consumption of alcohol can be harmful. However, he said it can be demonstrated clinically that people every day generate in their bodies an amount of alcohol equivalent to that in two cans of beer. "So you're all getting your little nip, whether you like it or not."

He drew chuckles from the audience in saying there is "mounting clinical evidence that a little bit [of alcohol daily] is good for you." He did not specify how much that is, although he said health risks "skyrocket" when more than six beers are consumed daily. ☐

Audience is the jury in mock libel trial

Did The Trumpet libel Charlene J. Wheelwright?

That was the question before the "jury" at the Convention's closing event, a mock libel trial.

Staged with chilling accuracy, the trial was designed "to show as graphically and realistically as possible the difficulties we can get into with the law," said moderator John V.R. Bull, assistant to the executive editor of The Philadelphia Inquirer.

Prior to calling court into session, Bull noted that the press lost 83 percent of libel cases that went to a jury between 1978 and 1982, and 63 percent between 1982 and 1984. He pointed out, however, that 90 percent were reversed on appeal "because these verdicts have no basis in law."

Told they would serve as the jury in this case, people in the audience were given copies of the hypothetical "story" at issue: a report that U.S. secretary of defense-designate Wheelwright, chairman of "United Motors," had authorized production of the "Hamster" despite warnings the car had a design defect that could kill nearly 100 people a year.

The audience also was given copies of the memorandum upon which the story was based, as well as the notes of the reporter who wrote the story.

The unrehearsed drama featured people acting in familiar roles. Real journalists played journalists: Jack Nelson, Washington bureau chief of the Los Angeles Times, the reporter; Thomas Winship, former editor of The Boston Globe, the editor; William Lambert, retired investigative reporter for the Philadelphia Inquirer, the expert witness.

Real lawyers played lawyers: David Boies of the New York firm of Cravath, Swaine & Moore, and Samuel E. Klein of the Philadelphia firm of Kohn, Savett, Mario & Graf, as the defense attorneys; and A. Charles Peruto of the Philadelphia firm of Peruto, Ryan and Vitullo, as the plaintiff's attorney.

And a real judge, Zerne P. Haning III, a justice on the California Court of Appeal, presided.

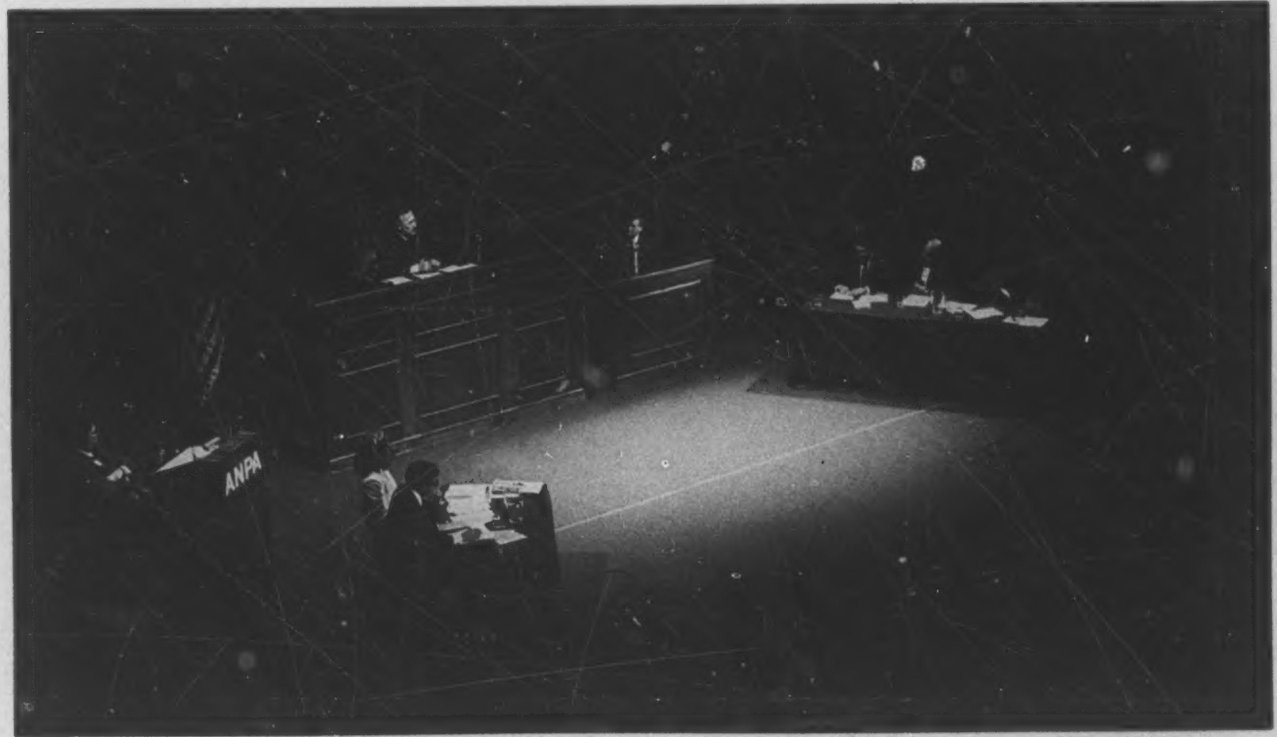
Wheelwright, the plaintiff, was portrayed by Mary E. Cunningham, president of Semper Enterprises Inc., Osterville, Mass. She had appeared at the last ANPA Convention in San Francisco, in 1982, shortly after quitting her job as an executive with the Bendix Corp. because of a controversy she said was aggravated by press coverage.

The two-hour trial was entertaining as well as thought-provoking. The audience erupted in laughter several times, once when attorney Peruto referred to the defendant newspaper as "The Strumpet."

People in the audience were forewarned that the case was heavily weighted against the press, in part so as to help them avoid similar pitfalls.

At the conclusion of the trial, although the "jury" was not asked to render a verdict, Haning said he suspected that if the same case were tried before a real jury, 7 or 8 times out of 10 it would award the plaintiff damages. Jurors will "forget about instructions that the court gives them," he said, and will "rule from their viscera."

Haning also said he hoped the press would not be "frightened" by the prospect of libel litigation. "Your function is so vital for those of us among the public that if you are deterred by the threat of a libel suit from carrying out your duties and responsibilities to keep the public informed, God help us, it's all over," the judge said. ☐



Nelson, playing the role of reporter, takes the stand to defend his story.

Convention sidelights

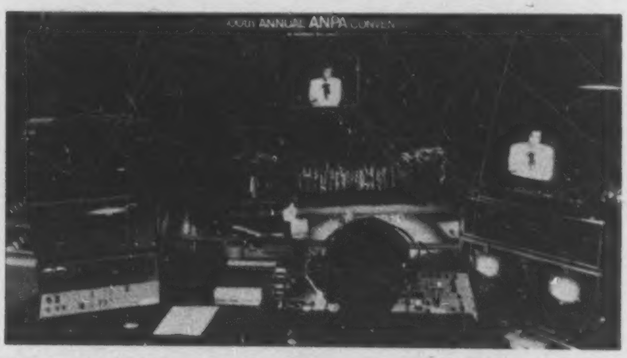
Convention Arrangements Committee Chairman Joseph F. Barletta (right) of the San Francisco Newspaper Agency shifted duties to become chairman of the ANPA Human Resources Committee. He succeeded Keith Fuller of McClatchy Newspapers, Sacramento, who shares notes.

High-tech registration

For the first time, the Convention entered the computer age, keeping track of registration. A laser jet printer spat out badges on site, making latecomers indistinguishable from preregistrants.

Expert help for the asking

Another innovation was the series of "expert centers" set up on the weekend preceding the Convention. They were staffed with experienced personnel and prepared for everything but one eventuality—the glorious, fog-free weather. "If you were a publisher, would you be inside?" asked one lonely "expert." But despite the tourist attractions of San Francisco, some did seek advice, with the technology booth attracting the most business.



Speakers in the Masonic Auditorium were photographed by a video camera that projected the images on a screen to the rear of the stage.

Weathering the Convention

Mindful that conventioneers would be on the move, and taking no chances that rain would spoil the proceedings, the San Francisco Examiner provided each registrant with an umbrella. At the Keynote Breakfast, Convention Arrangements Committee Chairman Joseph F. Barletta, president of the San Francisco Newspaper Agency, quipped that "if the weather holds, (Examiner Publisher) Will Hearst and I will be around Wednesday" to collect them. After a momentary rain shower on Tuesday, one newspaper executive was heard to remark: "Looks like we don't have to give back the umbrellas."

Robert M. White II (left) of the Mexico (Mo.) Ledger, the oldest of the 100 journalist candidates for space travel, greets Alan B. Shepard, the first American in space. At center is Alex Roland of Duke University.

A musical treat

The traditional Tuesday night dinner/dance was replaced with a concert, sponsored by The Hearst Corp. and its San Francisco Examiner, featuring Tony Bennett and Maureen McGovern.

Photographer revisits AP

Attending the Associated Press Annual Meeting was former AP photographer Joe Rosenthal, who took the famous 1945 photo of U.S. Marines raising the American flag on Mount Suribachi on the island of Iwo Jima.

Tapes available

Cassette tape recordings are available for all Convention sessions except the address of Thomas J. Peters. Prices are $8 per cassette or $213 for a full set of 28 tapes. There is a $1 handling charge for the first cassette, plus 50 cents for each additional tape, up to a maximum of $5. Contact ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611. □

Late news

A libel victory for the press

The U.S. Supreme Court ruled April 21 that a private-figure plaintiff who sues the news media for libel has the burden of proving falsity when the statement at issue in the case is a matter of public concern. The 5-4 decision came in the case *Philadelphia Newspapers Inc. v. Hepps* [presstime, Oct. 1985, p. 42].

ANPA may file brief in espionage case

The ANPA Board of Directors April 18 authorized the drafting of a friend-of-the-court brief for filing in the appeal of the espionage conviction of Samuel L. Morison [presstime, Nov. 1985, p. 42].

Heminger elected Foundation chairman

Edwin L. Heminger of The Courier, Findlay, Ohio, was elected chairman and president of ANPA Foundation at a meeting of the Foundation's Board of Trustees. Charles T. Brumback of Chicago Tribune Co. was elected vice chairman. Their terms are for one year.

ANPA's three new directors were elected as Foundation trustees; 15 other directors were re-elected as trustees. The terms of four trustees did not expire.

Postal Service scrutinizes ad-stamp venture

The plan to place advertisements around postal stamps has received less than a total blessing from the U.S. Postal Service. USPS announced April 25 that it "has neither endorsed the use of advertising decals bearing postage stamps nor ruled that their production and distribution is (sic) legal." (See earlier story, p. 70.)

Second-class TMC appeal moved

An appeals court judge April 25 granted the Postal Service a change of venue in ANPA's appeal of an adverse postal decision regarding the second-class mailing of total-market-coverage publications. The case will be heard by the 4th U.S. Circuit Court of Appeals instead of the 5th Circuit where ANPA had sought the hearing. (See earlier story, p. 64.)

Offer made for Advo parent firm

Macfadden Holdings Inc., publisher of numerous magazines, April 22 offered to buy John Blair & Co. for $287.5 million. Macfadden said if the offer is accepted, it plans to sell Blair's direct-mail subsidiary, Advo-System Inc., to another party. Blair officials in late April had no comment on Macfadden's purchase proposal.

Convention speeches available from the ANPA Public Affairs Department

Monday, April 21

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Richard J. V. Johnson**, president, Houston Chronicle

Associated Press Annual Meeting

- **Remarks of AP President and General Manager Louis D. Boccardi**

Associated Press Annual Luncheon

- **Remarks of Former President Richard M. Nixon**

Topical Clinics
Getting a Competitive Edge: A Hard Look at Classifieds

"Technologies to Aid Advertisers: Remote Entry Classifieds"

- **Remarks of James N. Longson**, vice president/corporate development, Tribune Co., Chicago

"Public Policy Challenges and Opportunities"

- **Remarks of Lloyd G. Schermer**, president and chief executive officer, Lee Enterprises Inc., Davenport, Iowa

What They Think of Us: Our Readers/Public

- **Remarks of Christine D. Urban**, president, Urban & Associates Inc., Sharon, Mass.
- **Remarks of Andrew Kohut**, president, The Gallup Organization, Princeton, N.J., and **Michael J. Robinson**, director/Media Analysis Project, George Washington University, Washington, D.C.
- **Remarks of Kristin McGrath**, president, Minnesota Opinion Research, Minneapolis

Tuesday, April 22

Audit Bureau of Circulations Panel

"A Tripartite Focus on Newspaper Issues"

- **Remarks of ABC Chairman David K. Braun**, director of media services, General Foods Corp., White Plains, N.J.; **James M. Moroney Jr.**, chairman and chief executive officer, A. H. Belo Corp., Dallas; **James F. Boynton**, manager of media services, JCPenny Co. Inc.; and **Joseph W. Ostrow**, executive vice president and director of communications services, Young & Rubicam Inc., New York City

United Press International Panel

"Terrorism"

- **Remarks of Peter Smerdon**, UPI Middle East correspondent, Beirut

General Session

Newspaper Advertising Bureau

- **Remarks of NAB Chairman W. Thomas Johnson**, publisher and chief executive officer, Los Angeles Times; **NAB President Craig C. Standen; NAB Executive Vice President and General Manager Leo Bogart; NAB Future of Advertising Committee Chairman Harold W. Andersen**, chairman and chief executive officer, Omaha World-Herald Co.; **Reg Murphy**, president and publisher, The Baltimore Sun; **Walter E. Mattson**, president and chief operating officer, The New York Times Co.; **Joe D. Smith Jr.**, publisher, Alexandria (La.) Daily Town Talk; **Robert G. Marbut**, president and chief executive officer, Harte-Hanks Communications Inc., San Antonio; **Tucker Sutherland**, senior vice president and president/newspaper operations, Harte-Hanks Communications Inc.; **Ashton Phelps Jr.**, publisher, The Times-Picayune and The States-Item, New Orleans; **Vance L. Stickell**, vice president/marketing, Los Angeles Times; **Cathleen Black**, publisher, USA Today, Arlington, Va.; **James F. Hoge**, publisher, New York Daily News; and **Jerome S. Tilis**, president, Detroit Free Press

"The Feeling is Mutual"

- **Remarks of Louis T. Hagopian**, chairman, N W Ayer Inc., New York City, and chairman, American Association of Advertising Agencies

ANPA General Convention Luncheon

- **Remarks of New York Gov. Mario M. Cuomo**

Topical Clinics
Newsprint—New Perspectives

"Us and Them: An Investment Analyst's View"

- **Remarks of John M. Duncanson**, senior financial analyst, McLeod Young Weir Ltd., Toronto

Circulation's Role on Your Managment Team

- **Remarks of John B. Raytis**, general manager, The Fresno (Calif.) Bee

Wednesday, April 23

ANPA General Session Breakfast

"Communicating With the TV Generation"

- **Remarks of Robert W. Pittman**, president and chief executive officer, MTV Networks Inc., New York City

General Session
Pacific Rim

- **Remarks of Jeffrey E. Garten**, managing director, Shearson Lehman Brothers Inc., Hong Kong (delivered in his absence by program moderator **Ray Shaw**, president, Dow Jones & Co. Inc., New York City)
- **Remarks of Derek Davies**, editor, The Far Eastern Economic Review, Hong Kong

REGULATIONS

ANPA is 'frequency coordinator' for Relay Press Radio Service

The Federal Communications Commission April 3 certified ANPA as the "frequency coordinator" for the Relay Press Radio Service—a block of two-way radio frequencies set aside for use by newspapers and wire services.

The certification was part of a revision of the rules governing licensing of mobile radio services that are land-based.

In the past, not all mobile radio services had coordinators to recommend appropriate frequencies to license applicants, and applicants could deal directly with the FCC. Now, the services must have a coordinator, who cannot be circumvented.

Relay Press was a service without a coordinator, and ANPA sought the certification [**presstime**, April 1985, p. 35].

For newspapers, this means that beginning next October, they will have to file applications for radio licenses with ANPA instead of with the FCC.

For ANPA, this means the Association will be responsible for reviewing applications for new licenses or modifications to existing licenses, determining the availability of frequencies, and recommending one for a user that will not cause interference with other users. The FCC still will decide whether to grant the license.

ANPA also will handle post-licensing conflicts over assigned frequencies and requests for sharing frequencies by other types of users.

According to Kathleen Criner, ANPA director/telecommunications affairs, ANPA is forming a committee to advise on how best to fulfill the new responsibilities. The committee will be made up of representatives of newspapers that use the Relay Press Service and members of the ANPA Telecommunications Committee, she said.

Among other things, ANPA will have to establish a computer database of Relay Press licensees, Criner added. An estimated 1,100 newspapers have licenses in the service, used for two-way conversations between the office and staff members in the field.

In a related development, President Reagan April 7 signed a bill that creates a schedule of fees for many of the services performed by the FCC, including the licensing of land mobile radio stations. The fee for obtaining a license will be $30. Currently, there is no fee.

The fees will take effect as soon as the commission establishes rules for collecting them. ☐

Newspapers should be in 'hazard' compliance

The federal "hazard communication" standard takes effect for newspapers May 25. By this time, "they should have their house in order," said George Cashau, ANPA director/technical research.

Among other things, the Occupational Safety and Health Administration standard requires that manufacturing employers (such as newspapers) assure that hazard-warning labels remain on chemical product containers, compile "material safety data sheets" and train employees on safe use of hazardous chemicals in the workplace [**presstime**, Dec. 1985, p. 37].

Newspapers should be reminded that employee training must be *completed* by May 25, Cashau said. ANPA staff members are available to field last-minute questions about training or any other aspect of the standard.

One question being asked is whether there are any "nice, neat packaged (training) programs to get into compliance without any effort," according to Richard W. Neergaard, ANPA manager/environmental services. The answer, he said, is "no." Materials are available that will do segments of the training, but "there is still going to be the need for newspapers to customize a program for their employees and situations."

Another question concerns the availability of training materials in Spanish. Neergaard said that such materials are available and that he can provide information about them. Although OSHA does not require newspapers to obtain material safety data sheets in languages other than English, newspapers are required to train non-English-speaking employees about any hazards related to their jobs, he added.

The standard took effect for chemical manufacturers Nov. 25. By April, federal inspectors had found 156 alleged violations, according to a spokesman for OSHA. ☐

IRS backs down on retroactive changes to stock taxation

Following protests by ANPA and other media organizations, the Internal Revenue Service April 8 decided not to apply retroactively controversial changes in the rules governing taxation of stock acquisitions by corporations.

In comments to the IRS March 30, the media groups had argued that making the changes retroactive to Aug. 31, 1982, constituted an "impermissible abuse" of the secretary of the treasury's discretion to apply regulations retroactively and violated the Administrative Procedure Act.

The IRS subsequently said the changes will be effective only for acquisitions made after Jan. 30, 1986.

The changes were issued Jan. 29 as temporary regulations with the proposal that they be made permanent. The regulations prohibit a company that paid more than "fair market" value for a stock acquisition from depreciating a portion of the excess, as is allowed for direct-asset purchases.

ANPA and other media groups took issue not only with the timing of the changes but also with their substance.

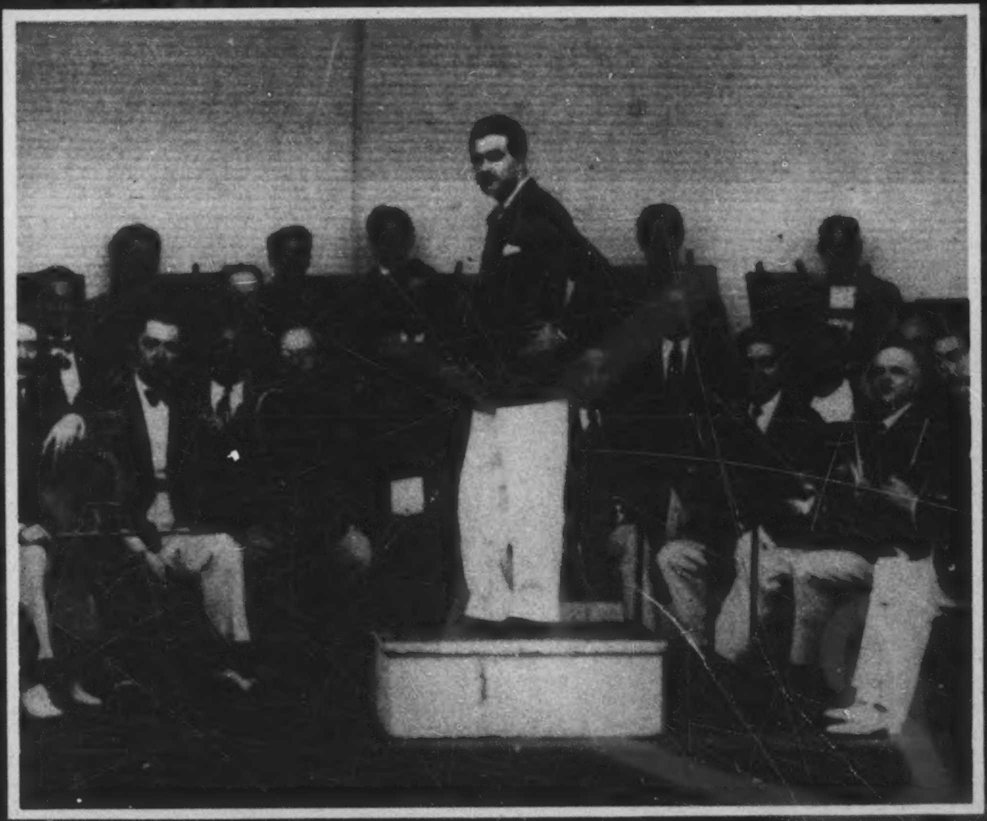
"The action of the IRS would mean that increased taxes would be collected for the 'premium' value in a purchase—that portion of the purchase price not directly attributable to tangible property," explained Martin Casey, ANPA manager/government and international affairs. "In the case of media companies that seem attractive to a number of competitive buyers, this 'premium' can be high." ☐

A press victory

"Open government 1, closed government 0." ANPA Assistant General Counsel Tonda F. Rush said that was the score when the Tennessee Valley Authority April 1 withdrew a proposal to keep some of its records secret.

ANPA and the American Society of Newspaper Editors had opposed the TVA's plan to withhold routinely the identities of people who comment on its activities—including matters of nuclear plant safety—from disclosure under the Freedom of Information Act.

Before Americans listened to their Pops.



The Boston Pops. They were a small group of musicians playing second fiddle to The Symphony. Then came Fiedler, the man who would lead them into the public eye. And ear.

But it was years before The Pops popped up that The Boston Globe started conducting business. Internationally and locally. From London's Old Vic to Boston's Old Howard. Covering opera, symphony, the blues and all that jazz. If it was opening on stage, you could find it by opening the Globe.

Which is why long before people listened to The Pops, they listened to the Globe.

The Boston Globe

REGULATORY NOTES

• Beginning Sept. 22, companies that monthly generate 220-2,200 pounds of **hazardous waste,** which includes waste pressroom solvents, will be affected by new regulations.

Such firms must obtain a U.S. Environmental Protection Agency identification number, store hazardous waste on-site in compliance with EPA storage standards, deal only with transporters and facilities with an EPA identification number, and meet other requirements.

Heretofore, these small-quantity generators have been exempted from most EPA hazardous waste regulations [**presstime**, Oct. 1985, p. 41].

The new regulations were issued March 24.

• President Reagan has nominated **Patricia Diaz Dennis** to a seat on the Federal Communications Commission. Dennis, a Democrat, currently is a member of the National Labor Relations Board.

She would fill the unexpired term of former Commissioner Henry M. Rivera, which is scheduled to end June 30, 1987.

COURTS

COURT BRIEFS

• The Arkansas Gazette April 14 filed a motion with U.S. District Judge William R. Overton asking him to set aside a jury verdict and his judgment that the Arkansas Democrat was not guilty of violating **federal and state antitrust laws.**

In the alternative, the Gazette asked for a new trial.

The Gazette had filed the suit against its Little Rock rival in 1984, accusing the Democrat of attempting to monopolize the market [**presstime**, Jan. 1985, p. 9].

• An antitrust suit filed against the Los Angeles Times by a company that conducts high-tech job fairs has been dismissed by a federal judge.

Westech Expo-Corp. of Santa Clara, Calif., sued in U.S. District Court over the newspaper's **refusal to carry** the company's preprinted recruitment advertising [**presstime**, Dec. 1985, p. 38]. After losing its bid for a preliminary injunction, Westech sought dismissal of the case.

• The Ohio Supreme Court March 24 dismissed a suit against Dow Jones & Co. brought by an investor who alleged he lost money in an investment deal because of **incorrect information** printed in The Wall Street Journal. The ruling overturned an appeals court decision that reinstated Columbus investor Phil Gutter's suit [**presstime**, July 1985, p. 54].

• U.S. District Judge Francis J. Boyle April 2 fined The Providence Journal Co. $100,000 and sentenced Vice President/Executive Editor Charles McC. Hauser to 18 months probation and ordered him to perform 200 hours of community service during that period for violating a **gag order** [**presstime**, April 1986, p. 48].

The sentences were stayed pending the outcome of the newspaper company's appeal of its contempt of court citation to the 1st U.S. Circuit Court of Appeals.

• Three reporters for McClatchy Newspapers have filed a $6-million **countersuit** against a real estate developer who brought a libel suit against them and McClatchy.

Reporters Denny Walsh, Jerry Bier and Jimmy McClung also named lawyers and investigators for Edward M. Kashian as defendants in their suit, which alleges conspiracy, abuse of process, malicious prosecution, invasion of privacy and negligence.

Kashian's suit was settled out of court with no money paid.

• The full 8th U.S. Circuit Court of Appeals April 10 upheld a trial court's dismissal of South Dakota Gov. William J. Janklow's **libel suit** against Newsweek magazine. Last year, a three-judge panel of the court ruled that the case should be reinstated.

• ANPA will cosponsor a **libel law conference** June 5-6 at the Law School of the College of William and Mary in Williamsburg, Va. The program, "Libel Law and the Press: Myth and Reality," will examine findings of the Iowa Libel Research Project [**presstime**, April 1986, p. 36]. Cosponsor is the Institute of Bill of Rights Law.

• At its March 20 meeting in New York City, the ANPA Legal Affairs Committee formed **two task forces.** One will examine proposals to change libel law, including more general tort reform efforts. The other will develop a model procedure for newspapers in handling editorial complaints.

LEGISLATION

ANPA, others back tax deductibility for tobacco ads

Six advertising and media organizations, including ANPA, have sent a letter to members of the Senate Finance Committee objecting to legislation to disallow business tax deductions for tobacco advertising expenses. The objections are on constitutional and other grounds.

The groups noted there is "absolutely no basis in precedent for denying tax deductibility of advertising expenses for one lawful product while permitting it for all other products that can legally be sold."

They argued that denying deductibility for tobacco advertising would have the same impact as a direct tax on tobacco advertising. "The United States Supreme Court has stated clearly that discriminatory taxation of speech is unconstitutional," they said.

They also contended the legislation "could establish a dangerous precedent."

The bill, S 1950, was introduced by Sen. Bill Bradley (D-N.J.), a member of the Finance Committee [**presstime**, Jan. 1986, p. 34].

Signing the letter with ANPA were the American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Magazine Publishers Association and Outdoor Advertising Association of America. ☐

FOIA 'tribunal' considered

Should an "administrative tribunal" be established to resolve Freedom of Information Act disputes?

The question has been posed by the Administrative Conference of the United States, an independent federal agency that makes recommendations to Congress and other federal agencies for improvements in administrative procedures.

A report submitted to the conference concluded that such a body could probably handle FOIA disputes with greater speed, cost-effectiveness and specialized expertise than the federal courts, which currently hear challenges to agency decisions to deny FOIA requests.

The conference's Committee on Judicial Review will consider public comments before making a recommendation to the full conference. ☐

Heritage Features Syndicate

Political Commentary

"Fed-Up"
by Don Feder.

The *Boston Herald*'s outspoken columnist is mad as hell and he isn't going to take it anymore. The newspaperman that Boston Liberals most love to hate is now syndicated nationally (not available in New England states).

2 a week

"Main Street U.S.A."
by William Murchison.

The *Dallas Morning News*' Associate Editor has a way of striking deep into the heart of the matter with a homespun style—sometimes humorous, sometimes serious, always interesting.

2 a week

Social Commentary

"A Minority View"
by Walter E. Williams.

This George Mason University economics professor-turned-successful columnist learned many of his lessons in the *School of Hard Knocks*. From welfare to "poverty pimps" there are no sacred cows in Williams' political pasture.

1 a week

Consumer Affairs

"Of Consuming Interest"
by the Editors of *Consumers' Research Magazine*.

How to: stay healthy; get the most for your money; choose the best products for your purposes and use them safely; and other helpful "lifestyle" hints from the Editors of America's oldest consumer magazine. **1 a week**

National Defense

"Mohr on National Defense"
by Maj. Gen. Henry Mohr (U.S. Army-Ret.).

The *St. Louis Globe-Democrat*'s military affairs columnist—former Director of Army Reserve forces—speaks from experience . . . and shows he learned his lessons well. Plain talk about the military and defense issues from one who has been there. **1 a week**

The Economy

"The Economy In Mind"
by Warren Brookes.

Economic policy made understandable by the *Detroit News*' award-winning analyst. **2 a week**

The Media

"For The Record"
by Herb Schmertz.

A long-time thorn-in-the-side of many in the media establishment, the controversial public affairs chief of Mobil Oil discusses what's right and wrong with our popular culture: tv, the print media, film, the theater.

1 a week

International Affairs

"From Abroad"
by Anthony Lejeune.

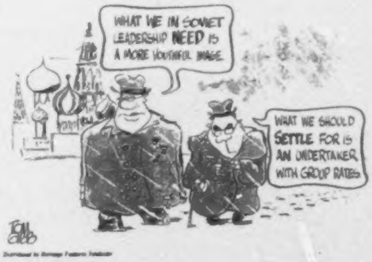
Observations on the state-of-the-world by a veteran British commentator. Dateline London.

1 a week

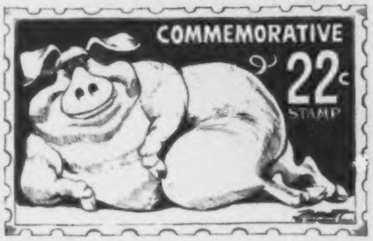
Editorial Cartoons

Gibb 2 a week
Barnett 3 a week

Heritage Features' two award-winning political cartoonists—Jerry Barnett of *The Indianapolis News* and Tom Gibb of the *Altoona Mirror*—poke fun at the pompous, and boost the hard-pressed. Combine the two for one-a-day laughs.


WHAT WE IN SOVIET LEADERSHIP NEED IS A MORE YOUTHFUL IMAGE.
WHAT WE SHOULD SETTLE FOR IS AN UNDERTAKER WITH GROUP RATES.
TOM GIBB

Gibb



Barnett

Political Trivia

"The Answer Man"
by Andy Seamans.

Heritage Features' Managing Editor recreates the popular political trivia feature he authored for almost a decade for *Human Events*, the conservative newsweekly. A special question-and-answer feature especially for your commentary or feature pages.

1 a week

For more information, or to subscribe, just write or phone:
Heritage Features Syndicate • 214 Massachusetts Avenue, N.E. • Washington, D.C. 20002 • (202) 543-0440

In-county rates go down, but other costs go up

After sustaining two increases this year in second-class, in-county postage rates, newspapers got some good news April 20—a slight decrease in those rates.

But the good news was offset for some papers by elimination of subsidies in the "limited circulation" rate for mailings of fewer than 5,000 copies outside the county of publication. Now, all newspapers mailed outside the county must pay unsubsidized rates.

Tonda F. Rush, ANPA assistant general counsel, said the change in limited circulation would hit hardest those newspapers distributing by mail over a several-county area and those with many long-distance, out-of-state subscriptions.

The Postal Service Board of Governors made the changes in response to provisions of the Consolidated Omnibus Budget Reconciliation Act of 1985, a deficit-reduction bill that President Reagan signed April 7. Elimination of the limited-circulation subsidy will save about $12 million in subsidies between April 20 and the end of the year, a Postal Service spokesman said. The amount is being redistributed to in-county mail; hence, the lower rates for that category.

The new law also revises the procedure for figuring how many sample copies of publications may be mailed in-county. Previously, that allowance was based on the weight of all copies mailed within the county. Now, the allowance is based on the number of in-county subscriber copies.

ANPA in late April was analyzing the impact of the changes on newspapers.

Also being examined were possible approaches newspapers might take in the pricing of mail subscriptions out of their primary circulation areas. Many newspapers currently have a standard charge for those subscriptions. Rush said one approach newspapers might consider is to set a flat price for the newspaper and then add the cost of postage, whatever that might be.

Changes for in-county rates are as follows: The per-pound rate decreased 2.2 percent from 9.3 to 9.1 cents; the per-piece, carrier-route-presort rate went down 3.1 percent from 3.2 to 3.1 cents; and the basic per-piece rate dropped 2 percent, from 5 to 4.9 cents [**presstime**, April 1986, p. 50]. ☐

Third-class size restrictions at issue

The size of allowable third-class mail pieces in the carrier-route presort category should be enlarged slightly to accommodate newspapers' total-market-coverage publications, ANPA once again has told the U.S. Postal Service.

The Association for nearly four years has sought changes in the size restrictions, and its latest comments were filed March 26 after postal officials recently said they would take another look at the situation.

ANPA said newspapers need the restrictions changed from a format of 11½ by 13½ by 3/4 inches to 12 by 15 by 3/4 inches because of production requirements. "The change is essential because newspaper printing presses are unable to produce a newspaper sheet that, half-folded as newspapers generally are, fits the requisite proportions," ANPA said.

ANPA also told USPS:

- The change would end a restriction that creates "an advantage for newspapers' third-class competitors without any sound rationale for doing so."
- The change "would not create new operational difficulties" for USPS. ☐

USPS asks relocation of 2nd-class TMC case

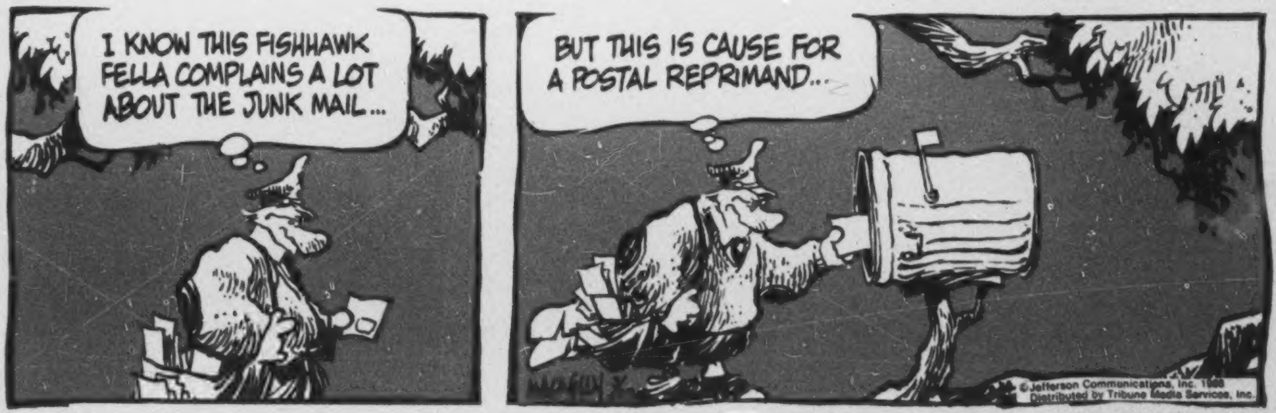
ANPA has objected to a motion to move its appeal of the second-class, total-market-coverage case from a federal court in New Orleans to one in Richmond, Va., or Washington, D.C.

ANPA filed its suit in the 5th U.S. Circuit Court of Appeals, New Orleans, against a decision of the U.S. Postal Service governors that effectively disallows second-class TMC programs [**presstime**, April 1986, p. 50].

USPS, asking for a change of venue, said ANPA must file its suit in either of those two other courts because the Association's principal office is in Virginia. The Postal Service also said it appears that ANPA's choice of the 5th Circuit was "a simple exercise in forum shopping."

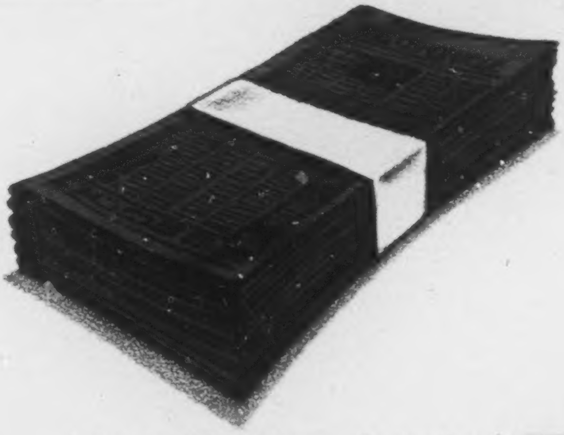
ANPA said the law clearly allows ANPA to file an appeal in any U.S. Circuit Court of Appeal. ☐

'Shoe' **By Jeff MacNelly**


I KNOW THIS FISHHAWK FELLA COMPLAINS A LOT ABOUT THE JUNK MAIL...
BUT THIS IS CAUSE FOR A POSTAL REPRIMAND...
MACNELLY
© Jefferson Communications, Inc. 1986 Distributed by Tribune Media Services, Inc.

Reprinted by permission of Tribune Media Services

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 576-8651.

The Mutual Insurance Company Of Hamilton, Bermuda

Providing Protection For The Press

P.O. Box 1179, Hamilton 5, Bermuda; (809) 292-7633
(Send all mail via OVERSEAS AIRMAIL)

Hello Yellow, Telequest dropped at Justice Department request

Two subsidiaries of Bell regional holding companies have discontinued directory services—known as Hello Yellow and Telequest Service—at the request of the Department of Justice.

ANPA, in comments filed with the department in March, said the services appeared to be electronic Yellow Pages. Electronic information services are off limits to the seven Bell regionals under terms of the consent decree that governed the divestiture of AT&T [presstime, April 1986, p. 55].

Hello Yellow was run by NYNEX Information Resources Inc., an unregulated subsidiary of the regional NYNEX Corp. Telequest was operated by Pacific Northwest Bell, a regulated telephone subsidiary owned by US West Inc.

NYNEX closed Hello Yellow March 31, the day the company received a letter from the Justice Department saying the company appeared to be "offering an information service without having first obtained a waiver [of the decree]," the NYNEX subsidiary said.

NYNEX had said earlier that Hello Yellow was not an electronic information service. In announcing the closing, the company said it still believes that to be the case.

NYNEX is considering its response to the Justice Department, according to Kevin T. Flanagan, a spokesman for the NYNEX subsidiary.

Flanagan said the company's options included changing Hello Yellow in ways that the Justice Department approves or applying for a line-of-business waiver.

A Pacific Bell spokeswoman said Telequest was closed at midnight April 6 to comply with the government's request. She declined further comment.

Callers to Telequest and Hello Yellow could describe the service wanted, whereupon an operator provided appropriate names and phone numbers, and advertising messages. ☐

Company's service links Yellow Pages, coupons, recorded messages

A new company in Needham, Mass., plans to offer advertisers a package that ties together Yellow Page directories, recorded messages and money-off coupons.

InfoPlus Inc. expects to inaugurate the service in Boston in November, said Phil Apanovitch, InfoPlus vice president of marketing and sales.

The purchase of a display advertisement in a directory called Yellow Pages Plus will carry with it a free "talking ad." Directory ads will include codes that callers to a central number can punch in to hear a recording detailing the service or product offered.

The directory also will contain blank, money-off coupons with spaces for a merchant's name, the offer and dates it is available. Consumers—after listening to a recording telling about a special offer—can fill in the blanks and then use the coupon, Apanovitch said. In addition the directory will include more traditional coupons containing the merchant's name and the offer.

InfoPlus recently began selling ads and has signed contracts with about 450 customers, Apanovitch said. It already is looking ahead to publishing seven more directories elsewhere in New England next year and adding weather, sports and other news updates to the recorded messages, Apanovitch said.

If InfoPlus succeeds in entering the directory-publishing business, it will find plenty of company. Several of the seven Bell regional phone companies emerging from the AT&T breakup are moving into each other's territories peddling directories in the search for advertising revenue [presstime, March 1986, p. 16]. ☐

Cox plans to sell its cellular unit

Cox Enterprises Inc., citing its desire to focus on its "core businesses" of newspapers, broadcasting and cable television, announced April 8 that it plans to sell its mobile communications concern, CyberTel Corp. of St. Louis, which offers cellular telephone and radio paging service.

CyberTel began selling its cellular service in 1984, and last year subscriber growth allowed it to break even, not counting non-cash depreciation expense, a Cox spokesman said. ☐

States move to restrict telemarketing

Bills that would restrict telemarketing are cropping up increasingly in state legislatures. ANPA and other press associations are monitoring the legislation for any possible impact on newspapers' current or future telephone sales activities.

The most common legislative proposals have been for so-called "asterisk" programs. Typically, these would ban unsolicited telephone sales calls to people who have entered their names in a special listing in a phone directory indicating they do not want to receive such calls.

In April, asterisk bills were pending in at least 12 states, according to the Direct Marketing Association, which opposes such legislation, but no such bills have ever been enacted.

In the latest activity on such legislation, the Florida Press Association testified in April before a Florida House subcommittee against an asterisk bill. The measure also would ban sales calls between 6 p.m. and 9 a.m. and prohibit calls to consumers who have unlisted phone numbers. Violators could be fined up to $10,000.

FPA Executive Director Richard D. Shelton said the bill is "unfair and discriminatory" because it applies only to calls pertaining to sales of "tangible personal property" and not to calls concerning such things as insurance, real estate investment programs and auto clubs. The association also maintained that the restriction on calling hours is unconstitutional.

Compliance with the provisions limiting calls to certain consumers would be extremely difficult, Shelton added, because the transient nature of Florida's population makes phone books outdated by the time they come out.

While asterisk bills remain in limbo, several states have enacted restrictions on the use of devices that automatically dial numbers and give a recorded message. Washington state banned their use for commercial solicitation this year. It also enacted a law requiring telephone solicitors to identify themselves and the nature of their call within the first 30 seconds, and to remove names from a telephone calling list if parties indicate they do not want to receive such calls in the future.

Allied Daily Newspapers monitored the bills but did not oppose them, said Executive Director Paul R. Conard. ☐

California Superintendent of Public Instruction Bill Honig delivers the keynote address at the ANPA Foundation Newspaper in Education Conference in Los Angeles. The March 19-21 conference drew 165 registrants.

Foundation/Quill and Scroll winners named

Winners have been announced in the annual ANPA Foundation/Quill and Scroll National Writing and Photo Contest.

The contest recognizes excellence in high school journalism. This year's competition attracted 4,141 entries, the most in the program's history. The contest began in 1963.

Winners are:

- **Advertisement:** David Levine, Clearwater (Fla.) High School
- **Editorial:** Russell Wait, Roger Bacon High School, St. Bernard, Ohio
- **Editorial cartoon:** David Luebke, Millard South High School, Omaha
- **Feature story:** Joshua Barkan, West High School, Iowa City
- **In-depth reporting/individual:** Chris Keegan, Las Lomas High School, Walnut Creek, Calif.
- **In-depth reporting/team:** Glenbard East Echo staff, Glenbard East High School, Lombard, Ill.
- **News story:** Steve Brusk, Reynoldsburg (Ohio) High School
- **Photo/news-feature:** Michael Campbell, Burlington (Iowa) Community High School
- **Photo/sports:** Ken Schaefer, Kirkwood (Mo.) High School
- **Sports story:** Ramon Carpio, Helix High School, La Mesa, Calif.

The winners and their schools receive plaques commemorating the achievement. This year, each winner also will receive an electronic typewriter, courtesy of Smith Corona. ☐

First Midwest NIE instructor training session June 9-12

The Newspaper in Education Instructor Training Seminar at St. Charles, Ill., June 9-12 will be the first sponsored by ANPA Foundation in the Midwest.

The seminar is designed to help newspaper NIE personnel run workshops for teachers on how to use the newspaper as a classroom teaching tool.

It will be conducted by Edward deRoche, dean of the School of Education at the University of San Diego, and Linda Skover, assistant director of ANPA Foundation.

The $350 registration fee includes meals and transportation between Chicago's O'Hare Airport and the seminar location, Pheasant Run resort. For more information, contact Rose Ann Stormer of the Foundation, The Newspaper Center, Reston, Va. ☐

New data for retailers advocated

With a record crowd of more than 150 newspaper researchers at its semiannual conference, the Newspaper Research Council heard a retailer and researchers describe the kinds of research that could increase retail advertising.

Retailers are shifting from a focus on pushing merchandise to developing a marketing strategy, said Kassie Davis, vice president/marketing for the Chicago-based department store, Marshall Field's. Newspapers, as the dominant medium in retail advertising, can help stores develop such a strategy by providing marketing, as well as readership data, she told NRC's spring conference, held in Scottsdale, Ariz., April 13-16.

"A vast reordering of priorities is now taking place in retailing," agreed Melissa P. Cook, project director in the research services division of the Chicago Tribune's marketing department. As retailers cut back or discontinue their unprofitable outlets or product lines, they are also "seeking specialty niches, making the concept of market segmentation increasingly important."

What this means for newspapers is the need to move beyond the presentation of readership demographics to potential advertisers to the measurement of shopping attitudes and behavior among newspaper readers, as well as their use of specific stores and shopping areas, Cook said.

Beyond the efforts of individual newspapers to supply such data, the industry is moving toward standardized formats to make retail research more useful to advertisers.

Robert C. Momsen, who has made the move to such standardization a priority of his term as president of the International Newspaper Advertising and Marketing Executives [**presstime**, March 1986, p. 53], told the group that NRC and INAME committees are close to working out final details on retail research guidelines with the National Retail Merchants Association. They will be announced at an NRMA meeting in San Diego in mid-May, said Momsen, vice president/marketing for the St. Paul Pioneer Press and Dispatch.

Such guidelines for standardized research are also a priority of the Newspaper Advertising Bureau's Future of Advertising Committee. (See story p. 71.) ☐

Editors home in on credibility

Most of the published headlines went to Dr. Ruth, Ronald Reagan and Lee Iacocca, but during the April convention of the American Society of Newspaper Editors, "credibility" remained a quiet focus of many editors' attention.

Two early-morning workshops aired successful efforts by a variety of newspapers to enhance credibility, and a booklet of "206 practical approaches to heighten reader trust" prepared by ASNE's Credibility Committee was distributed to the approximately 550 editors attending.

Defining credibility as "much more than simply 'believability,'" committee chairman David Lawrence Jr., stressed that the word "encompasses our readers' sense of how much we can be trusted, how fair we are, how willing we are to acknowledge our frailties, how well and how often we explain ourselves."

Using "believability" as the main criteria for "credibility," a Gallup study for The Times Mirror Co. concluded in January that there was "no credibility crisis in the nation's media," while earlier studies by ASNE and Associated Press Managing Editors (which defined credibility more broadly) concluded that there was room for concern [presstime, Feb. 1986, p. 44].

In the booklet and at the workshops, editors described their individual efforts to enhance their papers' credibility. At the workshops, Lawrence, publisher and chairman of the Detroit Free Press, set the tone by offering his definition of the term.

"A newspaper of high credibility," he said, "is a newspaper packed with hard news and information, and authoritatively done; a newspaper that places a premium on fairness and compassion; a newspaper that aggressively goes after the truth; a newspaper that aims to be complete, realizing that reader needs vary greatly; a newspaper with a diverse staff and, hence, perspective; a newspaper willing to spend time and space to explain itself; and finally, a newspaper that is honestly open to readers."

THREE BLIND MICE. Joining credibility as problems that should be of concern to all editors are minority hiring and promoting (see story, p. 88) and journalism education—the "three blind mice of journalism," in the words of outgoing ASNE President Robert P. Clark, vice president/news for Harte-Hanks Newspapers.

"If we as editors are blind to (the three problems), we are in trouble with our readers—with the public," Clark said in his president's address. "And another way of saying we are in trouble is that we may get our tails cut off."

Michael G. Gartner

By reports from its various committees, the editors were informed of the activity and status of those "three blind mice" issues and several others. They included:

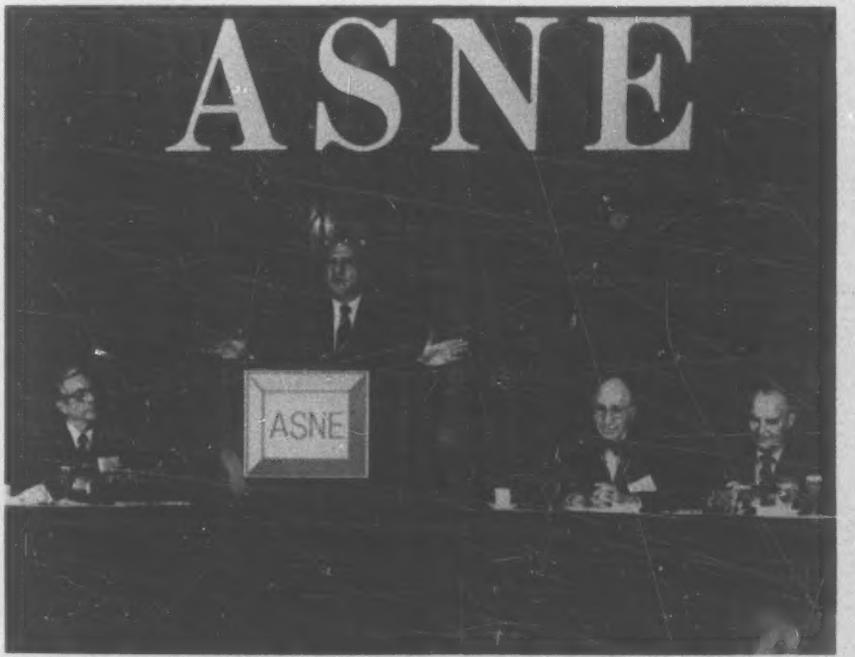
- **Education.** At journalism schools, newspapers suffer from a "poor image," warned Education Committee Chairman John Seigenthaler. Many students "consider starting salaries too low, long-term career opportunities limited, and chances for advancement marginal." As a result, many are opting for more immediately lucrative majors, such as public relations and advertising, he said.

To strengthen the preparation of journalists, editors should support a strong commitment to liberal arts education, said Seigenthaler, editor of the Nashville Tennessean and editorial director of USA Today. Specifically, his committee recommended that ASNE support the requirement of 90-hours of "non-journalism courses" suggested by a committee of the Accrediting Council on Education in Journalism and Mass Communication.

- **Salaries.** The ASNE salary survey showed that while entry-level salaries at smaller papers are low, editorial pay scales are substantially higher at larger papers.

Human Resources Committee chairman Susan Miller reported beginning reporters' salaries are $1,500 to $4,000 below those of beginning schoolteachers in communities with papers of less than 50,000 circulation, about at the same level at papers of 50,000 to 100,000 circulation, and exceed those of schoolteachers in communities with larger papers. The same pattern exists when the editors' salaries are compared with those of school superintendents, said Miller, director of editorial development for Scripps Howard Newspapers.

- **Minority readership.** The main conclusion of ASNE's Readership and Re-



Lee A. Iacocca addresses ASNE as listening (from left) are outgoing President Clark and former ASNE Presidents Norman E. Isaacs and Howard H (Tim) Hays.

search Committee's report on minority readership is that "newspaper editors should not let myths about minority disinterest in newspapers lead them in the wrong direction."

Summarizing existing research rather than initiating new studies, the committee report highlighted prominent researchers' conclusions, including: that income and education are greater indicators of newspaper readership than is race; that "content interests of minorities and non-minorities are more alike than they are different"; and that it is extremely difficult to generalize about Hispanic readership because groups differ, often according to their country of origin.

The committee noted that the growing percentage of minorities in the U.S. population makes understanding minority readership increasingly important for newspapers.

- **Ethics.** In a recent survey, the ASNE Ethics Committee reported, "more than one out of every three editors reported at least one ethics violation occurred at their papers in the past three years," about one sixth said "at least one newsroom employee had been dismissed because of ethics violations," and another 11 percent said at least one had been suspended for ethics violations during the same period.

Of the editors responding, 37 percent said they had a written code of ethics, and 54 percent said they did not. Others were either preparing codes or did not answer the question. Ethics violations of most concern to these editors were: Plagiarism, use of unpublished information for financial gain and discounts on personal purchases.

NEW OFFICERS. ASNE's new president is Michael G. Gartner, a general news executive with Gannett Co. and chairman, editorial director and co-owner of Des Moines-based Midwest Newspapers. He was elected at the annual business meeting for a one-year term.

The new vice president is Katherine Fanning, editor of The Christian Science Monitor; secretary, Edward R. Cony, associate editor of The Wall Street Journal; and treasurer, Loren F. Ghiglione, editor and publisher of The Bristol (Conn.) Press.

Newly elected members of the ASNE board are: For a three-year term, Jo-Ann Huff Albers, editor and publisher of the Chambersburg (Pa.) Public Opinion; and for one-year terms, Larry Allison, editor and senior vice president of The Press-Telegram in Long Beach, Calif., and John R. Finnegan, editor and vice president of the St. Paul Pioneer Press and Dispatch.

—Marcia Ruth

Pentagon activates press pool to cover Libya bombing

An eight-person press pool boarded the aircraft carrier USS America in the Mediterranean Sea April 14 shortly after attack aircraft from that ship and the carrier USS Coral Sea attacked targets in the seaport city of Benghazi, Libya.

At the same time, other fighter-bombers from U.S. bases in Great Britain hit targets in Tripoli.

Correspondents from The New York Times and Associated Press were included in the pool aboard the America. The pool was still aboard April 15.

"In general, (the pool) worked well," said AP Washington Bureau Chief Charles Lewis. The wire representative was Samuel Koo, who is based in Rome. "There was a good pool report" April 15, Lewis said, that contained quotes from the pilots and from the fleet commander.

"We still have to work a little more on our filing," Lewis said. Audio and video material was airlifted from the carrier to Naples, while the print reporters filed over Department of Defense facilities to the Pentagon.

Several weeks earlier, in the first U.S. military operation since the 1983 Grenada invasion, a pool of reporters was on board the USS Saratoga, the Sixth Fleet flagship in the Mediterranean, when action took place between U.S. and Libyan forces.

Eight-person press pools were organized in Rome March 24 and flown from Naples to the carrier. While the pool was aboard that day, several Navy pilots reported possible missile fire in the Gulf of Sidra. The pool was not informed of the unconfirmed reports and was sent back to Naples as previously scheduled.

But later in the day, there were confirmed reports of firing by both sides. The pool was returned to the Saratoga March 26 while the "freedom of navigation" exercise was continuing.

Some journalists complained that the pool should have been informed of the unconfirmed reports of firing and kept aboard the ship, although others praised the Pentagon's handling of reporters during the incident.

Deputy White House Press Secretary Larry M. Speakes said that the hostilities March 24 were in response to Libyan actions, and there was "no way that we could plan to pre-position the pool to be present when this specific action occurred." Speakes was responding to a question to President Reagan posed by William B. Ketter, editor of The Patriot Ledger of Quincy, Mass., at the American Society of Newspaper Editors Convention April 9 in Washington, D.C. Ketter is chairman of the ASNE Press, Bar and Public Affairs Committee.

The response came in the form of a letter sent the same day to then-ASNE President Robert P. Clark.

Speakes noted that Karen DeYoung, a London-based reporter for The Washington Post, was part of the pool and reportedly said she was pleased with the access to air crews involved in the fighting.

A contingency press-pool procedure was devised between the media and the Pentagon after reporters were barred from coverage of the early action in Grenada. There had been three tests of the arrangement [**presstime**, Jan. 1986, p. 48] prior to the March hostilities with Libya. ☐

By the year 2000, 2 out of 3 Americans could be illiterate.

It's true.

Today, 75 million adults... about one American in three, can't read adequately. And by the year 2000, U.S. News & World Report envisions an America with a literacy rate of only 30%.

Before that America comes to be, you can stop it... by joining the fight against illiteracy today.

Call the Coalition for Literacy at toll-free **1-800-228-8813** and volunteer.

Volunteer Against Illiteracy. The only degree you need is a degree of caring.

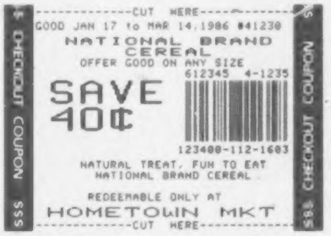
Ad Council Coalition for Literacy

Coupon-by-machine activity picking up

Although still considered a novelty in the coupon field, automatic dispensing machines are making renewed efforts to carve out a market in coupon distribution.

So far, the number of coupons dispensed by such machines is thought to be so minimal that the Manufacturers Coupon Control Center, which measures coupon redemption nationwide, does not keep track of coupons issued by these devices [**presstime**, Dec. 1984, p. 13].

Last year two companies distributing cents-off coupons in store-based machines filed for bankruptcy. But the remaining three firms in the field say 1986 will be a year for expansion. They are concentrating their efforts on the East and West Coasts.



$$$ CHECKOUT COUPON

-------------CUT HERE-------------

GOOD JAN 17 to MAR 14,1986 #41230

NATIONAL BRAND CEREAL

OFFER GOOD ON ANY SIZE

SAVE 40¢

612345 4-1235

123400-112-1603

NATURAL TREAT, FUN TO EAT
NATIONAL BRAND CEREAL

REDEEMABLE ONLY AT

HOMETOWN MKT

-------------CUT HERE-------------

$$$ CHECKOUT COUPON

Mockup of coupon from dispenser

Two of the three—Promovision Video Display Corp. of New York City and Coupon Systems Inc. of Los Angeles—maintain free-standing machines placed in grocery stores, where customers can select coupons and then redeem them for products.

Currently, Promovision has machines in 145 stores in metropolitan New York, with plans to expand to more than 500 in the next few months. Coupon Systems is now in 117 West Coast Safeways, with plans to expand to other markets in the West, Southwest and Midwest this summer.

The third company, Catalina Marketing Corp. of Los Angeles, bases its coupon selection on the fact that increasing numbers of products carry the Universal Product Code symbol, which scanners tabulate automatically at supermarket checkout counters.

Once a product is scanned, it triggers Catalina's system to dispense a coupon related to the product the customer has just purchased. For example, someone who has just bought diapers may get a coupon for baby food, or somone purchasing Pepsi or 7-Up may be handed a coupon for Coke.

Such scanner-linked coupon dispensers already have been installed in about 50 California stores, and Catalina plans to double its activities on the West Coast before reaching into other markets.

Meanwhile, newspapers continue to be the dominant medi[illegible] for coupons—inching upward from th[illegible] percent level achieved in 1983 to more than 82 percent of total coupon distribution in 1984 and 1985.

Within this 80-percent-plus figure, however, there has been a shift in coupons' positioning in newspapers from daily ROP to Sunday free-standing inserts, which carried more than half of all coupons distributed last year and nearly double the percent of coupons in Sunday inserts in 1981.

Magazines carried 8.6 percent of coupons, having registered a steady decline over the past few years from 11.8 percent in 1981.

In 1985, a total of 179.9 billion coupons were distributed through all media. This compares with 163.2 billion in 1984 and 143 billion in 1983. ☐

Ad plan for postage stamps hits snag

The creation of what had been billed as the "first new advertising medium since television"—ads on postage stamps—may take longer than previously announced.

American Discount Stamps, the Houston-based company that conceived the idea, has yet to corral an advertiser or to establish its announced distribution system through 7-Eleven convenience stores [**presstime**, March 1986, p. 72].

"It's a chicken and egg thing," said a spokesman for Southland Corp., which owns 7-Eleven. "They've got to convince potential advertisers it would be a good buy," he said, "and we want to make sure it's going to fly before making a commitment."

ADS is now predicting summer start-up. ☐

Blair tries to reverse Advo losses

John Blair & Co. has continued its restructuring program to counteract the firm's recent financial difficulties punctuated by a net $29-million-plus loss in 1985.

Many of the changes center on its direct-mail firm, Advo-System Inc. Advo and Network Mail, Blair's national direct-mail coupon operation now run by Advo, together make up Blair's Marketing Services segment that lost $30.6 million last year.

One change is the March 12 appointment of Hugh R. Beath, Blair's executive vice president-operations, to the additional responsibilities of chairman and chief executive officer of Advo. Beath succeeds William W. McConnell, who has left the company.

At the same time, Blair said Advo is planning a structural reorganization that will establish four regional divisions, each of which will have its own general manager and support staff. Also planned is installation of a new computer system and what Blair called "several innovative coupon-marketing programs in the months ahead."

Jack W. Fritz, Blair's president and chief executive officer, said the reasons for the heavy losses from Advo, which Blair bought in March 1984, and Network Mail included a one-time charge of nearly $6 million, the "negative impact of a postal rate increase in February 1985, and a significant decline in the profitability of Network Mail" [**presstime**, Oct. 1985, p. 6].

But Fritz said the changes at Advo should "improve significantly that division's overall performance in 1986."

Blair also:

- Completed sale of its free-standing newspaper-coupon-insert business [**presstime**, Jan. 1986, p. 43], its American Printers & Lithographers subsidiary and its Meehan-Tooker web printing subsidiary, and has begun negotiations to sell its remaining web printing subsidiary, Alden Press.
- Completed exchange of $61.7 million worth of debt for new shares of Blair common stock and plans to exchange more new shares for another $13.2 million of debt.
- Began a series of studies to "document consumer attitudes" toward direct mail. ☐

Future of Advertising project starting to yield benefits

BY CRAIG C. STANDEN

The first tangible results of the Future of Advertising project are becoming available to the newspaper business, and they hold promise of significantly improving our competitive position in the advertising business.

Craig C. Standen

At last year's ANPA Convention in Miami, the FOA project was announced jointly by the boards of directors of the Newspaper Advertising Bureau and ANPA. At this year's Convention in San Francisco, FOA Chairman Harold W. Andersen of the Omaha World-Herald and the chairmen of the project's 10 task forces made their first reports to the industry. (See Convention coverage in this issue.)

What I'd like to emphasize here is not FOA's accomplishments so far—although they are considerable—but the fact that the Future of Advertising is a long-range project, that its goals are long-range goals of vital importance to the future of every newspaper and that your commitment is vital to FOA's success.

In the coming months, you will start to receive some of the early fruits of the task force's labors. Let's look at three of them in terms of how you can use them to make your newspaper a better and more profitable advertising medium.

The first, *How to Gain and Retain Readership,* is a manual for publishers and senior newspaper executives on circulation and readership. It is the most complete publication ever put together on the subject, designed to help you apply the collective experience of the newspaper business to your newspaper's readership and circulation programs. It will be available about June 1. You'll receive one copy free, and additional copies will be available at a modest cost. Why not get one for each of your top management people, especially in circulation and editorial, and encourage them to put it to work in their areas of responsibility?

The second, *The Guide to Quality Newspaper Reproduction,* was created under the auspices of the ANPA Technical Committee and produced jointly by ANPA and NAB. It was introduced at the ANPA Convention, where Walter E. Mattson, president of The New York Times Co., called it "the most important production document on newspaper reproduction the newspaper business has ever published." You have probably received a copy by now.

I hope you will order a lot of copies—one or more for each ad agency and major advertiser in your market, and one for each member of your sales and production staff, and encourage them to use it regularly. If you do, you'll not only see better reproduction of the ads in your newspaper, you'll also eventually sell more advertising.

The third, *the standard invoice form* for newspaper advertising billing, is close to being completed by the International Newspaper Financial Executives. Multipaper advertisers (who account for the majority of all newspaper advertising dollars) say that the hours spent deciphering the different invoice formats add to their costs of advertising in newspapers. A voluntary, single-invoice form by newspapers will save these important advertisers important money.

You'll probably receive a copy of the approved version of the invoice form in the next month or two. Changing your billing system so you can use the standard form won't cost you much—but your advertisers will love it.

In each of these three cases, your involvement as publisher, and the involvement of your top management people, can make the difference between the success or failure of these three important steps forward for all newspapers, and especially for your newspaper.

In 1984, America's newspapers proved brilliantly that they could cooperate for the common good by implementing the voluntary Standard Advertising Unit system in less than six months without a hitch.

Starting now, the Future of Advertising project is going to give us many additional opportunities to improve newspapers as an advertising medium and build the future of our business.

Your involvement is essential if we are to make meaningful progress. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime.**

Coupons, suits will be reviewed by ABC board

The Audit Bureau of Circulations Board of Directors expects to consider in June proposals that would allow the same-day promotion of coupons in newspapers and would limit the bureau's costs from lawsuits.

Robert L. Burke, ANPA vice president/industry and public affairs, said the ANPA/Newspaper Advertising Bureau ABC Liaison Committee received that word at a meeting April 9.

The committee had recommended earlier that ABC allow the same-day promotion of newspaper coupons' monetary value [**presstime**, March 1986, p. 51]. Many coupon advertisers have expressed concern that such promotion might cause problems, including the fraudulent use of coupons.

The proposal to limit legal costs, which has undergone several drafts [**presstime**, Feb. 1986, p. 48], would become a bylaw if approved at the ABC board meeting June 11-14.

In a related but separate matter, the committee discussed with ABC representatives what Burke called "an optional appeals procedure" for publishers who want to dispute a decision by ABC's managing director. The ABC board also is expected to consider this proposed procedure, which as currently envisioned would be treated as an experiment.

Burke said the liaison committee recommended an expanded appeals process as a way of discouraging lawsuits by giving publishers a place to turn before they resort to the courts. In a different way, it would help achieve the aim of the proposed bylaw, which is designed to shield ABC, and subsequently its members, from rising litigation costs, he said. ☐

Seminar on service

Customer service will be the topic of a newspaper seminar May 29-30 in Minneapolis.

Sponsored by the International Circulation Managers Association, the seminar will be the organization's first on customer service, which is getting increasing attention at newspapers [presstime, April 1986, p. 18].

GCIU-ITU merger talks end for third time

Merger negotiations between the Graphic Communications International Union and the International Typographical Union collapsed last month—the third such failure involving the two unions in the past two years.

The latest merger talks lasted only three months, having begun in January [presstime, March 1986, p. 22]. They ended April 3 with the GCIU's 40-member general board advising ITU President Robert S. McMichen that it could not meet the ITU's "deadline requirements" for a merger document.

A majority of the five-member ITU Executive Council wanted to hold a mail-ballot membership referendum on the issue before that union's Aug. 9-15 convention in Hershey, Pa. Such a vote by mail would take several months to complete, so the ITU wanted agreement on a merger document with the GCIU by April 15, according to a spokesman for the GCIU.

Despite the latest setback, the door was left open to a possible resumption of merger discussions. The GCIU board's unanimous statement said that following the ITU convention, the GCIU "would be prepared to reopen discussions."

Some union officials are saying, therefore, that the merger discussions are not "dead" but merely "recessed." But one, who asked not to be identified, said the GCIU used the ITU's "deadline requirements" as "an out."

Several labor specialists noted that both unions will be heavily involved in internal matters during the coming months, likely precluding merger discussions. Nominations for international officers will be made at the ITU convention with an election in November. And in the fall of 1987, the nomination process for the election of GCIU officers begins with the election in February 1988.

"The situation is in flux," said Joseph F. Barletta, president of the San Francisco Newspaper Agency and vice chairman of the ANPA Human Resources Committee. "The merger issue isn't going to go away until the rank-and-file ITU mailers are satisfied. Many of ours here in San Francisco are not. My guess is that the issue will get so locked into the election of the ITU officers that when that election is over, the issue will have been resolved."

Neither McMichen nor GCIU President James J. Norton was available for comment. An ITU spokesman said, "The convention is our main concern now."

A spokesman for Norton said, "He's hoping that after the ITU convention, there will be more than sufficient time to achieve this urgently needed merger."

Following notification that the GCIU board did not act on any of the proposed merger documents negotiated by committees from both unions, McMichen issued a statement saying: "We believe there was more than sufficient time (before the scheduled August ITU convention) to iron out whatever minor concerns that may have existed, but we respect the GCIU board's position."

A spokesman for the AFL-CIO, which had encouraged the merger talks, said the federation had no comment on the latest breakdown in discussions.

Leon Olson, president of Bay Area Typographical Union No. 21 in San Francisco, said the development was "extremely unfortunate" and "a disservice to the members of both organizations."

ANPA Vice President/Human Resources Roy W. Anderson said that the failure of the two unions to reach agreement in their third effort "is not a surprise. The political nature of the house of labor has short-circuited the goals of unionism and left an unsettled future for those newspapers dealing with the major unions in our business. The rejection of the Guild/ITU merger and the involvement of the Teamsters since the 1983 ITU convention has accelerated the shift in power from the craft unions to the Teamsters."

At the 1983 ITU convention, Teamsters President Jackie Presser offered to make the ITU a national division of his union.

"The unanswered question in this latest merger failure is difficult to understand," Anderson added. "Why in an era when unions are spending huge financial resources to expand membership and strengthen their bargaining position does a situation develop that runs contrary to these objectives?"

—Clark Newsom

St. Louis daily, Guild settle sex bias suit

The St. Louis Post-Dispatch and a local of The Newspaper Guild have reached an out-of-court settlement in a pay equity lawsuit brought by the union.

The St. Louis Guild last year filed a class-action suit in federal District Court charging the newspaper with sex discrimination in its advertising department. The Guild charged the company with maintaining lower pay rates for its inside sales force, most of whom are women, than for its outside salespeople, most of whom are men [presstime, June 1985, p. 88].

Under the settlement, a $23-a-week increase was given telephone sales representatives. ☐

EEOC dismisses Guild charges

The Equal Employment Opportunity Commission has dismissed discrimination charges brought by a local of The Newspaper Guild against The Commercial Appeal of Memphis.

Memphis Guild Local 91 filed charges in late 1984 alleging that the newspaper had discriminated against telemarketing personnel—those who handle retail advertising sales over the telephone—and against classified salespeople. The charges were based on the fact that these workers were paid less than service representatives for advertising accounts.

The union also charged that the newspaper had failed to promote female telemarketing personnel to the job of service representative because of their gender.

The Guild alleged that the company was in violation of both Title VII of the Civil Rights Act and the Equal Pay Act.

EEOC District Director W.S. Grabon said in an April 2 "determination" letter to both sides that there was "no reasonable cause to believe" the union's allegations were true.

In a separate letter, Grabon advised The Commercial Appeal's personnel director, Warren C. Funk, that the EEOC "will not proceed further" with the union's charges because the commission was unable to substantiate the allegations of discrimination. ☐

Recent contract settlements

Cincinnati Enquirer, Teamsters: Three-year agreement covering truck drivers and helpers; retroactive to Sept. 16, 1985.

Cleveland Plain Dealer, Teamsters: Thirty-seven-month agreements covering composing room and mailroom employees; retroactive to Oct. 1, 1984.

Phoenix Gazette and Arizona Republic, GCIU, ITU: Three-year agreements covering pressroom, photo/platemaking, composing room and mailroom employees; retroactive to Oct. 1, 1985.

San Antonio Light, ITU: Three-year agreement covering mailroom employees; retroactive to Aug. 1, 1985.

San Diego Union and Tribune, GCIU, Guild: Three-year agreements covering pressmen and paper handlers (GCIU), and editorial and commercial employees (Guild); retroactive to Aug. 5, 1985, and June 3, 1985, respectively.

Toronto Star, Guild: Seventeen-month agreement covering editorial and commercial employees; retroactive to Aug. 1, 1985.

Yakima (Wash.) Herald-Republic, Guild: Twenty-five-and-a-half-month agreement covering editorial and commercial employees; effective Feb. 14, 1986.

(Details in April and May 1986 ANPA Labor & Personnel Relations Letters.)

NLRB elections

Cincinnati Enquirer, ITU, Teamsters: Mailroom dock workers voted 14-3 in favor of continued representation by Associate Workers Local 7A of the International Typographical Union. Two ballots were cast for Local 100 of the Teamsters, the union that filed the petition for the election, and one was cast for no union.

(NLRB Case No. 9-RC-14838)

Houston Chronicle, GCIU: Photoengravers voted 33-14 against further representation by Local 265 of the Graphic Communications International Union.

(NLRB Case No. 23-RD-578)

Additional arbitration awards

Minneapolis Star and Tribune, Teamsters: Richard John Miller upheld the discharge of a truck driver for excessive tardiness.

New York Post, Guild: Monroe Berkowitz ruled that the company has the right to require employees in the cashier's department to repay shortages so long as it can be shown that those employees were responsible for the shortages in their accounts.

San Diego Union and Tribune, Guild: Sara Adler directed the reinstatement of an advertising department secretary on grounds the secretary had not received promised training before being discharged for poor work performance.

San Diego Union and Tribune, Guild: Robert D. Steinberg ruled that the company did not violate a labor agreement by refusing to pay a daily automobile mileage allowance to an artist who had been transferred to an outlying office.

San Jose Mercury News, ITU: Donald H. Wollett found that the company violated a labor agreement by restricting training on markup/layout terminals to journeymen on a job-security list.

Toronto Globe and Mail, Guild: Richard H. McLaren converted to a seven-month disciplinary suspension the discharge of a circulation district manager for excessive tardiness.

Vernon (British Columbia) Daily News, ITU: H. Allan Hope ruled that composing room workers can be required to work "reasonable" overtime even when a substitute has not been hired.

Victoria (British Columbia) Times-Colonist, Guild: Hope found that the company is entitled to require employees to provide particulars of each absence attributed to illness or disability, but was not entitled to introduce new sick-leave forms that required all employees in every instance to provide detailed medical information as a condition of receiving sick leave and sick pay.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Overline wording did not alter story, arbitrator rules

An arbitrator has ruled that the wording of an overline inserted above a photo accompanying a reporter's story had not "altered" the story within the meaning of a labor agreement.

The dispute between The Sun of Vancouver, British Columbia, and Local 115 of The Newspaper Guild involved a section of the agreement stating that an employee must be consulted prior to the time of publication if the company has decided to alter the factual content of any story written by that employee.

The text of the story involved in the case was published exactly as the grievant had submitted it after changes suggested by his editor. But the grievant contended that the use of the word "terrorist" rather than "guerrilla" in the overline had altered the story and caused an evaporation of the trust the "urban underground" community had in him as a reporter.

"What may be meaningless semantics to some is obviously a matter of substance to others," observed the arbitrator, Donald R. Munroe. "In short, the grievor believed that he had been detrimentally affected as a journalist."

Shortly after the reporter became aware of the overline, he asked to be allowed to write a letter to the editor, for publication in the usual way, in order to dissociate himself from the overline. The request was denied by The Sun's senior editors.

The Guild argued that the word "story" in the labor agreement meant the overall presentation, while the company contended that it was limited to the text of the article.

Munroe held that the company had not altered the factual content of the story within the contemplation and meaning of the labor agreement. He also noted that many editorial judgments that affect the overall presentation of a story are made long after a reporter has left for the day. Those judgments "have long been acknowledged to be the preserve of the editors, not the work of bargaining unit reporters," Munroe said.

The arbitrator added that he had been asked by the union, on grounds of "fairness" and "freedom of expression," to direct the newspaper to publish the grievant's proposed letter to the editor. "I cannot do so," he said, noting that an arbitrator's remedial power can only be exercised on a finding that a labor agreement has been violated. ☐

Partial settlement in Concord case

The Concord (N.H.) Monitor has made an out-of-court settlement with non-newsroom employees involved in an overtime pay dispute with the U.S. Labor Department's Wage and Hour Division.

The case stems from a division audit covering 54 present and former employees during the period February 1978 through January 1980. The Monitor paid $31,000 in overtime during the period involved, but the division claimed it owed $45,000 more.

The settlement involved 21 clerical employees in the business office and circulation department, who received between $90 and nearly $900 each.

Another 33 editors, reporters and photographers, whom the newspaper claims are professional employees exempt from the overtime requirements of the Fair Labor Standards Act, remain parties to a lawsuit in the U.S. District Court in Concord.

Trial in the case began in January, but was recessed until June 9 [presstime, March 1986, p. 56]. ☐

Judge approves 'comparable worth' agreement

A settlement between Washington state and the American Federation of State, County and Municipal Employees of a so-called "comparable worth" case has been approved by U.S. District Judge Jack E. Tanner in Tacoma.

Tanner had ruled in 1983 that the state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills. But his ruling was overturned by the 9th U.S. Circuit Court of Appeals.

Under the settlement, the union agreed to withdraw its petition for a rehearing by the 9th Circuit, and the state agreed to provide pay raises totaling $480 million over the next seven years to state employees in female-dominated jobs. The state legislature had already approved the settlement [presstime, Feb. 1986, p. 56]. Tanner's approval was necessary for AFSCME to withdraw its motion seeking a rehearing of the case. ☐

Philadelphia dailies get injunction against union

A federal judge has granted Philadelphia Newspapers Inc. a permanent restraining order against an independent mailers' union, prohibiting the union from renewing a strike over manning schedules on new Ferag mailroom equipment.

The Newspaper & Magazine Employees Union was one of nine unions that struck the company, publisher of The Philadelphia Inquirer and Philadelphia Daily News, last year [presstime, Nov. 1985, p. 59].

U.S. District Judge Norma L. Shapiro ordered both parties to arbitrate any disputes under the provisions of their labor agreement. She also ordered the union to post a bond of $25,000.

The company has initiated arbitration proceedings against the union for damages suffered as a result of a 30-minute work stoppage March 17 during production of the Daily News. The union had called a meeting during working hours to discuss alleged safety problems.

Meanwhile, Shapiro's March 24 order forbids the union and its members from "engaging in any strike, failing to report for work, engaging in work stoppages or slowdowns, abstaining in whole or in part from the full, faithful and proper performance of their duties of employment." ☐

Court denies review of age-bias ruling

The U.S. Supreme Court has declined to review a decision upholding The Daily Press of Newport News, Va., in a case brought under the federal Age Discrimination in Employment Act.

The 4th U.S. Circuit Court of Appeals ruled last year that the company had not forced the resignation of a circulation department district manager in violation of the act. It overturned a jury's award of $149,000 to the former employee [presstime, Oct. 1985, p. 53].

The appellate court found that the manager's resignation was due to nothing more than "workaday frustrations."

The Supreme Court denied review of the case without comment.

(Bristow v. The Daily Press Inc.) ☐

Survey details journalist trends

Results of a 1982-83 survey about U.S. journalists reveal, in part, the following:

- Most full-time journalists work in the print media, especially for dailies.
- The number of women entering journalism is increasing.
- "Journalism is a younger person's profession"—more and more journalists in their 40s are leaving the field for higher-paying careers.

Authors David H. Weaver and G. Cleveland Wilhoit, professors of journalism at Indiana University, update a 1971 study by John W. C. Johnstone in *The American Journalist: A Portrait of U.S. News People and Their Work.*

The 216-page, hard-cover book is available for $25 from Indiana University Press, 10th and Morton Streets, Bloomington, Ind. 47405.

Compromising ethics to get the story

"Merely because a right exists does not mean that it needs to be exercised indiscriminately," says Tom Goldstein about the First Amendment.

Goldstein, acting professor at the University of California, Berkeley, and a former reporter, draws upon personal experience, surveys and other documentation in his assessment of *The News at Any Cost: How Journalists Compromise Their Ethics to Shape the News.*

The 324-page, hard-cover book is available for $18.95 from Simon and Schuster, Simon & Schuster Building, Rockefeller Center, 1230 Avenue of the Americas, New York, N.Y. 10020.

Government strengthened by vigorous coverage

Vigorous, analytical news coverage of government strengthens that institution, writes Lewis W. Wolfson, professor of communication at American University in Washington, D.C.

A public that is well-informed about the government—"how it works and how it affects them"—is likely to take a participatory role in its processes.

Wolfson's 204-page book, *The Untapped Power of the Press: Explaining Government to the People*, is available in hard-cover for $28.95 from Praeger Publishers, 521 Fifth Ave., New York, N.Y. 10175. ☐

Consumption climbs again in February

Newsprint consumption by all U.S. users increased 1.8 percent in February compared with February 1985, while U.S. daily newspapers' consumption rose 1.5 percent.

At the end of February, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 45 days' supply, compared with 47 days a year earlier. Stocks of North-American mills were up about 1.5 percent from the previous year's levels.

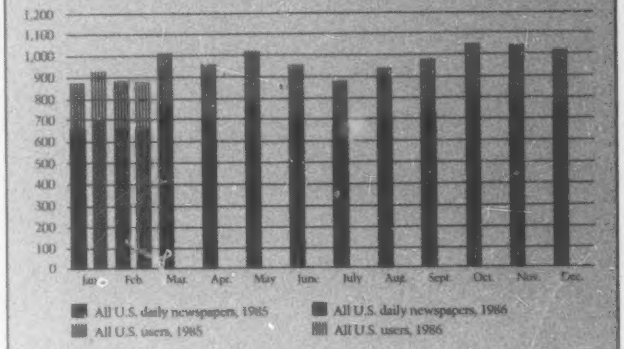
The February operating rate for Canadian mills was 94 percent, and for U.S. mills it was 94.9 percent.

Shipments from Canadian mills in February were down 1.3 percent from February 1985 levels. Canadian shipments to the United States decreased 2.4 percent, those within Canada increased 2.6 percent, and those to overseas customers increased 2.2 percent.

Domestic shipments from U.S. mills decreased 2.3 percent, while their shipments to overseas customers declined 7.1 percent.

Newsprint production decreased in February from a year earlier, dropping 2.4 percent for all North American mills. Production also dropped 2.1 percent for the first two months of the year.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	**January 1986(r)**	**January 1985**	**% Change**
Northeast	170,168	162,391	+4.8
North Central	141,920	139,706	+1.6
South	227,445	215,454	+5.6
West	152,342	147,776	+3.1
Circulation size			
up to 25,000	54,866	51,756	+6.0
25,001-100,000	136,756	130,045	+5.2
Over 100,000	500,253	483,526	+3.5
January totals	691,875	665,327	+4.0
Region	**February 1986(p)**	**February 1985**	**% Change**
Northeast	164,699	160,943	+2.3
North Central	133,283	134,156	-0.7
South	220,438	213,304	+3.3
West	149,844	149,797	+0.03
Circulation size			
up to 25,000	55,308	52,320	+5.7
25,001-100,000	132,247	128,931	+2.6
Over 100,000	480,709	476,949	+0.8
February totals	668,264	658,200	+1.5
Two-month totals	1,360,139	1,323,527	+2.8

Estimated consumption of all U.S. users

	1985	**1984**	**% Change**
December totals	1,016,479(r)	994,276	+2.2(r)
	1986	**1985**	
January totals	919,607(r)	868,603	+5.9(r)
February totals	876,224(p)	860,842	+1.8(p)
Two-month totals	1,795,831(p)	1,729,445	+3.8(p)

Production

	Canada	**U.S.A.**	**North America**
February 1986	726,421	393,610	1,120,031
February 1985	741,386	405,811	1,147,197
Decrease	-14,965	-12,201	-27,166
	-2.0%	-3.0%	-2.4%
Two months 1986	1,498,360	813,840	2,312,200
Two months 1985	1,530,697	830,802	2,361,499
Decrease	-32,337	-16,962	-49,299
	-2.1%	-2.0%	-2.1%

Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
December 1985	909,960	42(r)	8
December 1984	874,102	42	8
January 1986	920,181	41(r)	6
January 1985	916,133	41	6
February 1986	917,698	39	6
February 1985	961,263	41	6
Canadian mills			
February 1986	379,453	--	--
February 1985	389,724	--	--
U.S. mills			
February 1986	89,774	--	--
February 1985	72,625	--	--

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
February 1986	521,565	84,221	90,583	696,369
February 1985	534,489	82,048	88,668	705,205
Two months 1986	1,044,997	167,862	196,448	1,409,307
Two months 1985	1,078,895	163,862	196,177	1,438,934
Increase or decrease	-32,898	+4,000	+271	-29,627
	-3.1%	+2.4%	+0.1%	-2.1%
From U.S. mills				
February 1986	367,024	—	26,643	393,667
February 1985	375,530	—	28,669	404,199
Two months 1986	735,487	—	45,074	780,561
Two months 1985	768,271	—	50,705	818,976
Decrease	-32,784	—	-5,631	-38,415
	-4.3%	—	-11.1%	-4.7%
From North American mills				
February 1986	888,589	84,221	117,226	1,090,036
February 1985	910,019	82,048	117,337	1,109,404
Two months 1986	1,790,484	167,862	241,522	2,189,868
Two months 1985	1,847,166	163,862	246,882	2,257,910
Increase or decrease	-66,682	+4,000	-5,360	-68,042
	-3.6%	+2.4%	-2.2%	-3.0%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Speeches

Claude F. Sitton

Ruth Clark

William M. McCormick

Gary B. Gaier

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Liberal Arts Education As Preparation for a Journalism Career
Claude F. Sitton, editorial director and vice president, The News and Observer Publishing Co., Raleigh, N.C. Robert W. Woodruff Lecture, Emory University, Atlanta, March 26

Newspapers and the Postal Service
William B. Aylward, assistant circulation manager, Akron Beacon Journal. Central States Circulation Managers Association Spring Conference, Merrillville, Ind., March 18

An Overview of the Newspaper Business—an Exciting and Rewarding Place to Be
Maurice Fliess, managing editor, presstime, Reston, Va. Journalism Week, West Virginia University, Morgantown, W.Va., April 7

Legalities of Advertising: Our Rights, Our Responsibilities
René P. Milam, ANPA counsel, Reston, Va. Southern Classified Advertising Managers Association annual Telephone Conference, Chattanooga, Tenn., Feb. 15

Impact of the Decision Against Licensing
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Inter American Press Association mid-year meeting, Salvador, Brazil, March 4

Planning for the Future: Suggestions for Suburban and Local Newspapers
Ruth Clark, president, Clark, Martire & Bartolomeo Inc., Englewood Cliffs, N.J. Suburban Newspapers of America Winter Publishers Conference, Maui, Hawaii, Feb. 3

The American Tort System: A Time to Rebalance the Scales of Justice
William M. McCormick, chairman and chief executive, Fireman's Fund Insurance Companies, Novato, Calif. Commonwealth North Club meeting, Anchorage, Jan. 7. (Or see Feb. 15, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the Inland Daily Press Association mid-winter convention, Houston, Feb. 23-25:

How to Change the Frequency of Your Frequency!
Gary B. Gaier, general manager, Lavine Newspaper Group, Chippewa Falls, Wis. and Don R. Bucknam, general manager, The Republic, Columbus, Ind.

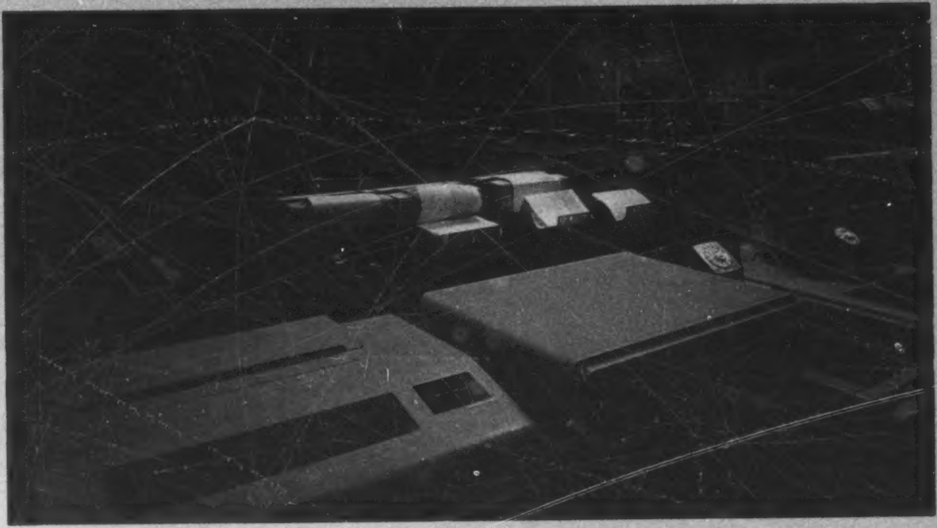
84 Promotion Ideas in 42 Minutes
Joseph Frederickson, promotion manager, The Press-Enterprise, Riverside, Calif.

How to Hire and Fire; Handling Age and Sex Discrimination; Understanding Comparable Worth and How It Affects You
Patricia P. Renfroe, ANPA manager/personnel relations and executive director, Newspaper Personnel Relations Association, Reston, Va.

You and OSHA: Hazardous Labels Are Changing Your Production Department
Ellen F. Walaski, ANPA industrial hygienist, Reston, Va.

Building Single Copy Sales With Research
Thomas Holbein, executive vice president, Belden Associates, Dallas

What Advertisers Expect From Newspapers
Paul V. Higham, vice president/advertising, Target Stores, Minneapolis



Austin brings the state of the art to newspaper publishing

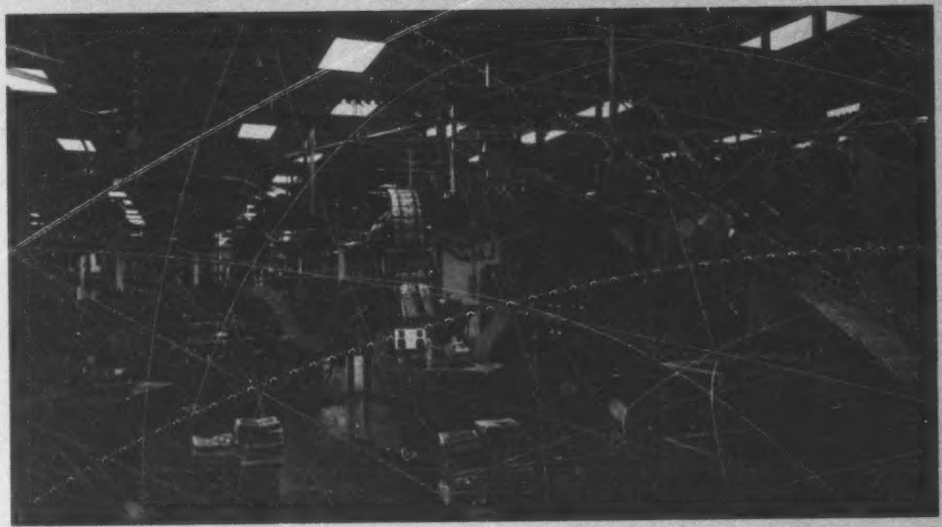
A successful newspaper is a growing newspaper, and growth brings changes.

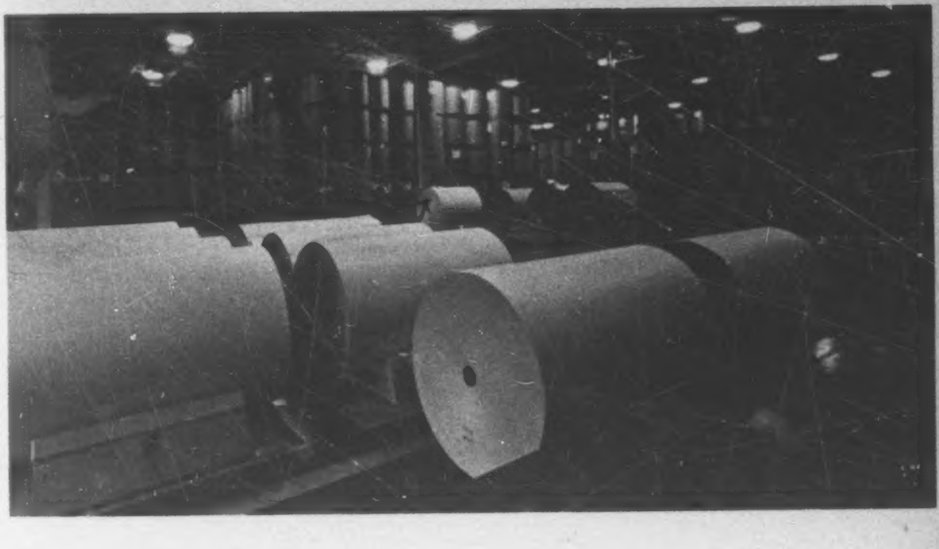
Changes like new or expanded facilities, automated material handling, electronic pre-press systems, improved printing techniques and updated mailrooms. These are the elements that add efficiency and productivity to a publishing operation.

Austin clients are meeting the challenges of change, as we help them design the systems and install the equipment to bring their operation to the forefront of publishing technology.

We are working every day, with suburban weeklies and metropolitan dailies, upgrading facilities and equipment--from front-end operations to distribution loading docks.

If your operation is ready for change, Austin can help. Contact us at Cleveland, Ohio, 44121, or call one of our offices in major cities worldwide.





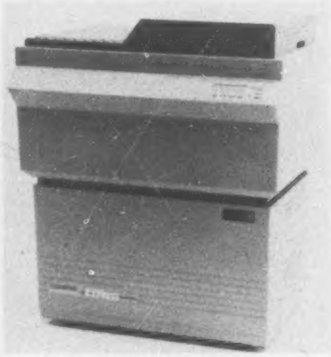
THE AUSTIN
COMPANY

CONSULTANTS
DESIGNERS
ENGINEERS
CONSTRUCTORS

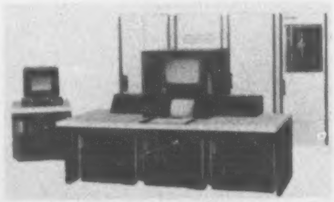
OMCE in Atlanta will 'touch a lot of nerve centers'

Compugraphic Intrepid system

Harris 8860 editing terminal



Monotype Lasercomp Express



D.S. America page makeup system

"I think this year's show and conference are the most exciting we've put together" in the past 10 years, said Joseph M. Ungaro, chairman of the committee that is arranging the 58th Annual ANPA Operations Management Conference & Exposition.

Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc., said the June 21-25 event in Atlanta, "Interface '86—People, Developments, Quality," will "touch a lot of nerve centers" in the newspaper business, from technology such as pagination and flexographic printing to human issues including managing employees [presstime, Feb. 1986, p. 50].

The five-day Exposition in the Georgia World Congress Center will feature about 240 exhibitors that are scheduled to occupy in excess of 270,000 square feet of net exhibit space—the equivalent of about 10 football fields. That, noted Conference Director Peter P. Romano, would exceed the record 265,000 square feet of last year's show in New Orleans. In all, more than 10,000 attendees are expected, he said.

Although it will be possible to register for the event on site in Atlanta, computerized preregistration is being offered this year for the first time, said Romano, ANPA director/technical services.

Preregistration materials have been mailed to ANPA-member newspapers, exhibitors and others. Deadline for returning the forms is May 23. Those preregistering can also make hotel reservations for one of nine Atlanta hotels in which ANPA has reserved 6,500 rooms.

Registration fee is $35 and includes admittance to the Exposition and Conference.

"The key word is quality and the ability to achieve that quality consistently," said Romano. "I think this year's Conference will be interesting because we're almost at the place in developments, from people to equipment, where we can put all the pieces together in a way that will enable newspapers to increase their competitive edge in the marketplace."

The Conference advance program was to be mailed to ANPA members and others in late April. The final program and other details on the entire trade show will appear in the June issue of presstime.

For the second year, presstime will sponsor a two-mile "fun run" for attendees and their families. The race will take place in downtown Atlanta on Sunday morning, June 22.

Exposition vendors across the country are finalizing their exhibits. With an emphasis on what's new for this year's show, exhibitors surveyed or interviewed indicated they will demonstrate or display the following:

BUSINESS SYSTEMS

A variety of business systems will be available, and many vendors have revised older software to make it compatible with personal computers. This enables mid-size and smaller newspapers to utilize the kinds of editorial, advertising or other programs that at one time were restricted to mainframe computers.

- *Creative Data Systems* is introducing CDS Layout, an enhanced version of an earlier system that works in tandem with COMAR, the firm's accounts-receivable system. The systems are compatible with IBM System/36 and System/38 hardware. CDS also offers software for circulation, total market coverage, accounts receivable and general accounting functions.

- *Concept Publishing Systems* will demonstrate new classified advertising and display advertising systems, both for Macintosh computers. The display ad program also drives phototypesetters and laser printers. In addition, the company will demonstrate an enhanced editorial system.

- *Data Sciences Inc.* will introduce and demonstrate its Papertrak software on an IBM PC/AT. Papertrak, which also can be used with Texas Instruments minicomputers, offers programs for display advertising, accounts payable, payroll, TMC, circulation management and other functions.

- *LAN Systems Inc.* for the first time will release its full accounting system for use on the UNIX-based computer. LAN produces a fully integrated, on-line accounting and business-management system, from TMC to general accounting.

- *Neasi-Weber International*'s ADMARC has been adapted to run on IBM PCs as well as the DEC Micro Vax central computer. ADMARC can produce statistical and demographic breakouts, and automatic price and discount calculations. The program can be run from a single work station or in a network of computers.

- *Ricoh Corp.* will demonstrate for the first time its EDFC-35 data compression, network transmission and communications control system. Data compression enables documents to be transmitted in one minute instead of 15, according to the company. The system utilizes a flat bed rather than drum feed, but it will work with units of either type.

• *Stauffer Media Systems Inc.* will be premiering its newspaper business system on UNIX-based microcomputers. Stauffer offers software to keep track of circulation, advertising, accounts receivable, accounts payable and other business matters.

• *Whalen/Mainstream* will demonstrate a full line of newspaper software on the IBM PC network, including a new accounting package.

FRONT-END, PAGINATION SYSTEMS

Increasingly, developers of front-end systems are producing "intelligent" computer terminals that can work independently as well as be linked in a network with other computers, so that less of a load is put on the central system. Also, increased text and graphics manipulation is available in pagination systems.

• *Atex Inc.* will demonstrate a complete line of prepress and pagination equipment including its new Page Production Node that performs full-page output, graphics manipulation and database management.

• *Compugraphic Corp.* will demonstrate a new PC-based front-end system, Intrepid, for editorial and classified departments. The firm also will be showing the PowerView 5 display ad makeup terminal driving its digitized 8000 typesetter.

• *Cybergraphic Systems Inc.* will demonstrate complete layout software with new high-speed communicati[illegible]etween the system and terminals. The terminals can operate in a network configuration as well as independently.

• *Harris Corp.* will demonstrate its new 80286 microprocessor, which the company said has four times the memory and twice the speed of its previous equipment. Harris also will demonstrate a new classified advertising system.

• *Information International Inc.* will have the first public demonstrations of the 2300 Image Network processor, a raster image processing subsystem with database management and graphics manipulation. Also at the booth will be the Electronic Ready Bank, which provides status reports on systems elements, and demonstrations of the firm's system for full-page pagination of text, ads and graphics.

• *Micro-Comm Inc.* will demonstrate its MC-301 front-end system with camera-ready output via laser-jet printer or—for smaller newspapers—on plain paper. Also to be shown is the MC-100 "intelligent" communications controller, with complete automation for computer-to-computer communications via telephone.

• *Monotype Inc.* will exhibit the Lasercomp Blazer and the Lasercomp Express, both of which have new features. The Express is a laser typesetter that can incorporate graphics, line art and halftones. The company also will demonstrate its new dual processor, which can perform concurrent input and output of typesetting jobs.

• *Morris Communications,* a division of Southeastern Newspapers Corp., will demonstrate the new Morris Publishing System installed recently at several of the group's newspapers. The PC-based, front-end system utilizes a high-speed local network with no central file server and has a spelling-check dictionary of 115,000 words. It also has a classified advertising program.

• *Xitron Inc.* will demonstrate Hyperset, a new system that allows direct connection of one or several PCs to one or more typesetters. The company also will demonstrate its new personal computer, the Xitron Turbo XT, in both floppy-disk and hard-disk versions.

OTHER PREPRESS

Quality reproduction, especially in color, continues to be of concern as newspapers strive to offer a consistently good product. Vendors say they are working to improve various electronic and chemical components in order to achieve that consistency.

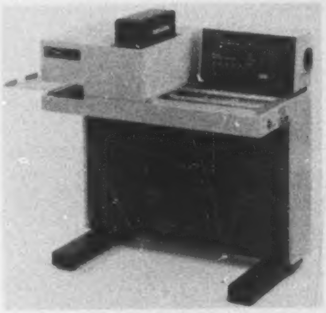
• *Autologic Inc.* will demonstrate a number of products, including its new APPS-1, a pagination and photoimaging system, which can be used to lay out, make up and plate the newspaper with commands on a screen.

• *BASF Corp. Information Systems* will exhibit its line of nyloprint® WD photopolymer letterpress printing plates.

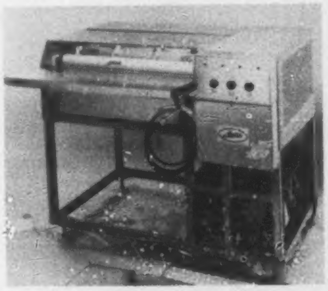
• *Camex Inc.* will demonstrate software enhancements for its Camex Breeze/Supersetter System as well as its new File Server/ Storage System, which maintains a database for everything from raw text files to composed ad files.

• *Chesley F. Carlson Co.* plans to demonstrate the Carlson SharpScan scanner with Sharpshooter, which together receive printing information and calculate exposures for integrated halftone black-and-white exposures, and the Carlson Proofmaster light for color proofing with Kodak Ektacolor Plus film.

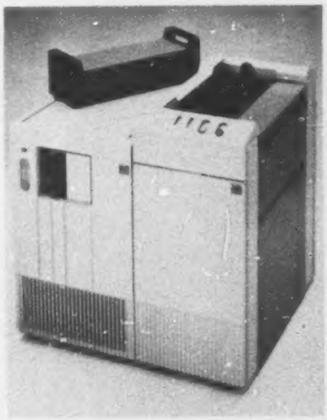
• *D.S. America Inc.* will demonstrate two new products: the Sigmagraph 6000 page makeup system and the SF-222 Monochromatic flatbed scanner. In addition, the firm will demonstrate its SG-608 color scanner and P-617 vacuum contact printer.



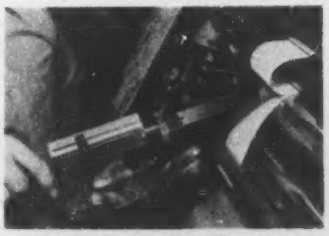
ECRM Autokon 1000 laser graphics system



Master Etching offset plate processor



Xenotron UX Imagesetter



J.E. Doyle Set-Rite roller gauge

Reliable Fire Equipment system

Goss modular press control system

Spectronics analysis system

- *Duarte Register Systems* will demonstrate its pin registration that can go from paste-up to press without the stripping of line copy, screens or solid color negatives. The system, according to the company, "virtually eliminates the remake of plating due to misregister and reduces paper waste. . . ."

- *Dynalith* will introduce a direct print system that includes a control center density probe, vacuum easel and pump, flashlamps, and a safelight. Manufactured by Portage, the system enables the operator to read fine details of a projected image.

- ECRM will demonstrate enhancements to the Autokon 1000 laser graphics system, which electronically "reads and records" photographs, line art and continuous tone art. The system allows for a variety of graphics manipulations, including sharpening detail and deepening tones.

- *Fluorographic Services Inc.* offers new, water-based Flouro AdColors and Color Media Film, designed to add color to comic pages as well as inserts. The film is a high matte surface on which the artist can paint flat tones as well as overpaint and stack tones.

- *W.R. Grace & Co.* will demonstrate a new, automatic flexographic platemaking system. The system, which can make about 60 plates per hour, is designed for medium-size newspapers.

- *High Technology Solutions Inc.* will demonstrate for the first time in the United States the typsetting system selected for production of The People's Daily in Peking. The system features multilanguage editorial capabilities and interactive composition of text and graphics.

- *Imperial Metal and Chemical Co.* will exhibit what it describes as a "non-polluting additive plate developer and finishers which will meet Environmental Protection Agency standards."

- *Master Etching Machine Co.* will show its new platemaking equipment, which was developed to process new plates such as the 3M Onyx.

- *National Machine Co.* will demonstrate its new National CDS-33 automatic coater-dryer-stacker for wipe-on offset plates, as well as its National Universal 33 automatic offset plate processor for processing all brands of presensitized offset plates.

- *nuArc Co. Inc.*, in addition to its line of cameras, platemakers, processors and light tables, is introducing the FT40APNS platemaker which comes equipped with a multispectrum lamp. The lamp gives the user wider latitude when exposing plates, proofs and daylight films, the company says.

- *SAT-FAX Inc.*, a new company, will demonstrate a new phototransmitter that is microprocessor-controlled. According to company officials, the transmitter is compatible with every news photo service in the world. The firm also will demonstrate its Portable Newsroom, which features cellular communications including voice, data and pictures as well as data-error correction.

- *Scitex America Corp.* will demonstrate what it describes as a "low cost, entry level" electronic color pre-press system. Known as Response-LS, it is a stripping system with fully interactive page design, layout and color-correction capabilities.

- *Software Consulting Services* will demonstrate a variety of software systems, including Layout 8000, shown on an IBM PC for the first time. The system offers a number of features, including dummy automation, to produce a tighter food section and more precise coupon positioning.

- *Warner MDS Color Corp.* will demonstrate its new Hi-Tech film exposure computer, with complete keyboard and special function keys, which the company has termed "the most user friendly terminal available."

- *Xenotron Inc.* will demonstrate its new UX Imagesetter, consisting of a raster image processor and an imaging recorder with a laser diode. The units can work independently or in tandem. The Imagesetter can simultaneously receive, process and provide output of data, including such computer-generated special effects as circles and tints. The laser diode recorder can image both infrared-sensitive paper and film.

PRESSROOM

In the pressroom, flexographic printing continues to be refined, but there are also new twists to the offset and letterpress processes. In addition, equipment is being offered to eliminate potential health hazards.

- *Armotek Industries Inc.* will exhibit its high-precision, fine-screen, Ultr-A-Lox anilox roller for flexographic presses. The rollers are electronically engraved.

- *Crabtree Vickers (Canada) Ltd.* will demonstrate its new "Civilox" retrofit keyless inking system for letterpress printing. The system, engineered to fit existing printing units, constantly filters and circulates ink and returns unused ink from the rollers to the supply.

- *J.E. Doyle Co.*, a first-time exhibitor, will demonstrate a number of products including the Set-Rite roller gauge, which the firm said helps pressmen set rollers uniformly without guesswork. It also will show the Statikil anti-static spray for presses.

- *Ebway Industries Inc.* will exhibit the HS-3500, a new "zero speed" splicer for paper rolls that operates when the web stops moving. Also to be shown is a new drying system. It has multiple, variable temperature zones and can work with pollution control equipment. The company says the drying system is adaptable to all web presses.

- *Fincor, Incom International Inc.* will introduce a microprocessor-based DC motor controller and press system. The "intelligent" drive is operated with a computer keyboard and can display on a monitor information about its operating condition.

- *Flint Ink Corp.* will conduct ink rub-off tests.

- *FMC Corp.* will introduce a new version of its Automatic Guided Vehicle System, which automatically loads paper rolls onto the press. The vehicle also provides automatic core removal.

- *IVT Colordry Inc.* will exhibit a number of new products, among them a compact dryer for installation on existing presses, which the company said results in brighter, crisper colors and a reduction in smearing for uncoated stocks of paper. In addition, the firm will show a new inking system that delivers a uniform flow of ink to press fountains.

- *M.A.N.-Roland USA Inc.* will show its Colorman 75 double-width offset unit with color deck, its Uniman 4/2 four-color unit—a double-width press aimed at medium-size newspapers—and its Flexoman double-width flexographic press.

- *MGI International Inc.* will exhibit an ink-mist air washer, a paper-dust air washer, and folder enclosures for dust and noise.

- *North American Cerutti Corp.* will show both double- and single-width flexographic presses in a static display.

- *Motter Printing Press Co.* will exhibit the new FX-4 flexographic unit and a new three-color unit, as yet unnamed, in a static display.

- *ONE Corp.* will have a static display of its slitter/rewinder for damaged paper rolls. The apparatus, says the company, enables newspapers to slit newsprint into various widths as the need arises, thus simplifying inventory requirements.

- *R/D Mist Systems* will display its ink suppression and recovery system for letterpress presses. The system operates within the ink roll chambers and captures excess ink when it leaves the impression rollers. The firm says this makes for a cleaner pressroom. It fabricates the system for each individual press.

- *Reliable Fire Equipment Co.* will be showing its firefighting systems for presses and computer rooms. The systems feed carbon dioxide to equipment in the event of a fire.

- *Rockwell International Graphic Systems Division (Goss)* will exhibit its new C700 commercial press unit, a Headliner offset four-color press unit, and its new modular press control system that allows an operator to preset as well as adjust press functions.

- *Ryco Graphic Manufacturing Inc.* will demonstrate its Digital Spray Dampening System, which controls ink and water balance.

- *Semler Industries Inc.* will demonstrate a waste-ink recovery system that filters out paper lint, dust and other solid contaminants, allowing ink to be reclaimed. It will also demonstrate a recovery system for press gear oil.

- *Smith RPM Corp.* will demonstrate its pulsating airless spray dampener, which is electronically controlled, and its ink pump and rail for presses.

- *Spectronics Inc.* will demonstrate a variety of quality-control and production software systems. Included will be its new Press Run QC System, which the firm said helps monitor and control consistent print quality throughout the press run by detecting deviations from the printing standard and allowing for easy, on-press corrections.

- *Stork Contiweb Inc.* will demonstrate for the first time a splicer that the company said ensures automatic reel changing at full production speed.

- *Technidyne Corp.* will demonstrate its Micro TB IC, which is used to measure and control the color, brightness and opacity of newsprint.

- *Web Press Corp.* will offer a static display of its presses, including a Quadra-Color unit and the Atlas web offset press.

- *Windmoeller & Hoelscher/Koenig & Bauer* will have static display of a four-color Journalflex flexographic unit and a black unit.

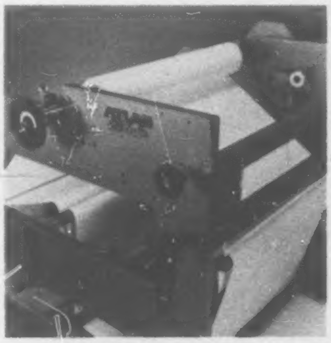
DISTRIBUTION

Handling an avalanche of inserts quickly and efficiently is a mailroom priority, as is keeping track of subscriber lists. Equipment that helps in those areas as well as equipment for quickly bundling odd stacks of newspapers will be displayed in Atlanta.

- *Cheshire/A Xerox Company* will demonstrate its new Cheshire 742 List Management System, its 552 Quarterfolder, a counter-stacker system and two heavy-duty labeling systems. The electronic list management system enables newspapers to keep track of subscribers and to assess them demographically.

- *Diconix Inc.* will exhibit ListComp, a computerized, circulation-list management

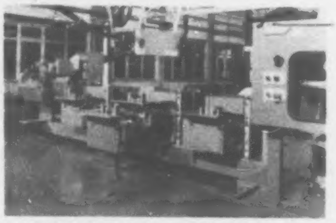
Technidyne opacity testing unit



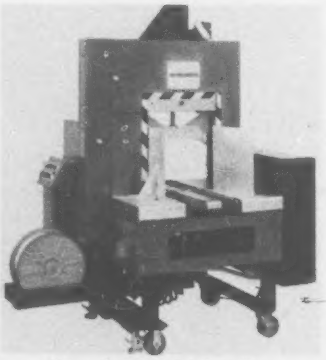
Web Press Corp. Atlas press

Diconix Admark III ink-jet printer

McCain Advertiser inserter



Muller-Martini 308 Biliner inserter



Signode MLN-2A bundler

Spegram Movit roll handler

system and its new Admark III ink-jet imaging address system. The latter is a modular system that can be moved easily and can be used for direct addressing and bar coding.

• *Ferag Inc.* will display its single-copy grip conveyor, Rotosert inserting system and the Rotadisc palletizing and depalletizing system.

• *Gaemmerler (U.S.) Corp.* will demonstrate its microelectronic Rotary Trimmer Model Rs 140/530 for web-fed products.

• *Graphic Management Associates Inc.* will exhibit its new SLS inserter, a high-speed, modular machine with a capacity of 25,000 newspapers per hour. The inserter has a gripper feature for delivery to multi-stacking position so that heavy or difficult packages can be handled. Also to be shown is an upgraded 15-72 inserter.

• *Hall Systems Inc.* will demonstrate, among other products, its Monitor HT counter/stacker, which can count and stack broadsheet products and tabloids at a rate of up to 60 stacks per minute. According to the company, the machine can handle products ranging from a 12-page tabloid to a three-inch-thick inserted package. Hall also will demonstrate its new Tru-Trak, belt-lapped stream conveyor.

• *IDAB Inc.* will demonstrate a variety of equipment, including two new, as-yet unnamed products: a non-contact sensor that uses an air stream to count newspapers, and a heavy-duty stacker that is driven by a microprocessor.

• *Kansa Corp.* will demonstrate its new PS 140 labeler and quarterfolder. The free-standing labeler applies pressure-sensitve labels at a variety of speeds, the company said. It can be operated with the quarterfolder or alone.

• *McCain Manufacturing Corp.* will demonstrate for the first time its new McCain Advertiser, which inserts broadsheet sizes as well as quarterfolds.

• *Muller-Martini Corp.* will demonstrate its 308 Biliner inserting machine, the Tandem Feeder for its 227 inserting machine and its ITM FL-412 high-speed quarterfolder, as well as other stacking and inserting equipment.

• *Signode Corp.* plans to demonstrate its high-speed MLN-2A newspaper bundling system. The firm said it can strap up to 40 bundles per minute, which it claims is 30-percent faster than previous models.

• *Stepper Associates Inc.* is introducing a high-speed plastic packaging and collating system. It encloses newspapers in clear plastic to seal in inserts and coupons, keeping them intact for newstand sales. The system also collates bulky, pre-inserted sections.

• *Spegram Inc.* will be demonstrating the Movit Transportation Co.'s Air-cushion Roll Handler, which makes it possible to move large rolls of paper through tight spaces. In addition, the company will demonstrate the Tolerans Rotary Stitcher and the Tolerans Rotary Quarter Folder.

• *Tingue, Brown & Co.* will exhibit its seamless, one-piece, molded-plastic trucks, known as Poly-Trux, which can be used for various hauling jobs. It also will display conveyor belting and canvas baskets.

PLANT DESIGN

• *The Austin Co.*, an architectural firm, will display color photographs of recently designed newspaper facilities.

• *Lockwood Greene Engineers Inc.*, which offers planning, engineering, architectural and management services to the newspaper industry, will have employees on hand to discuss current trends and issues in planning and designing newspaper facilities.

• *Pellegren Corp.* will display architectural renderings of its current and recently completed newspaper facilities, including a satellite production facility.

MISCELLANEOUS

In addition to the massive equipment displays, a variety of other organizations and companies plan exhibits.

• *Associated Press* is still finalizing its Conference plans but expects to demonstrate its new National Election System, weather wire and Sportstats, an agate listing of sports results.

• *Advertising Media Credit Executive Association*, which helps credit managers improve their techniques and efficiency through an exchange of ideas, will offer books and tapes on the subject.

• *California Polytechnic State University* in San Luis Obispo, which conducts seminars and workshops on printing techniques, will offer educational materials.

• *Midwest Publishing Supply Co.* will show a miniature newspaper facility containing the firm's complete line of furniture for newsrooms, classified advertising departments and production areas, as well as composing room accessories.

• *VU/TEXT Information Services Inc.* will feature its stand-alone electronic library, which uses an AT&T 3B5 Computer. The system can store and retrieve the full text of all articles appearing in the newspaper and gives librarians and/or reporters simultaneous access to material.

—*Rosalind C. Truitt*

Pagination may spur new innovations through 'imaging couples'

BY WILLIAM D. RINEHART

Within the next few years, full electronic pagination will be a proven reality at many newspapers and in the process of being installed at many others. By 1995, practically all dailies will have full-page pagination.

Pagination will mean newspapers will have all pages in electronic disk storage. Once that is accomplished, the newspaper has the ability to reproduce, or "image," the newspaper electronically. That would make possible high-speed devices—known as electronic imaging couples—that can print both sides of a newsprint web simultaneously.

Development of such devices might enable newspaper publishers eventually to abandon the traditional 400-ton press monster and its outrageous capital cost and high labor requirements.

Electronic imaging couples also would enable newspapers to customize content for zones or even subscribers. It also may enable newspapers to use newsprint with lighter basis weight.

A fully paginated newspaper in 1995 might function this way: All pages would be in computer storage. Because the speeds of the pagination system's computer likely will prove too slow to image all pages simultaneously, the new concept of imaging couples would come into play. This concept would require that each page side of the couples have its own magnetic disk storage. The mainframe computer would load the pages electronically into disk storage. The storage device could be a package of magnetic disks, one for each page to be reproduced by the imaging couple.

The imaging-couples system could be designed with the same page capacity of today's conventional press.

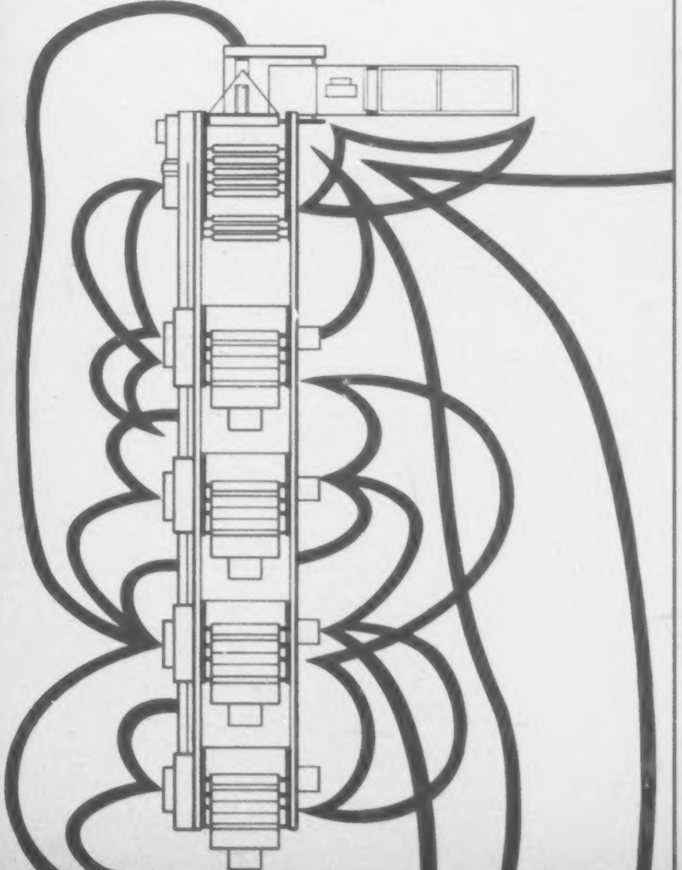
The technology to do all this exists today but would require customized design. Research needs to be done to propel this technology into actual work situations.

There are a number of concepts that need to be looked at—such as high-speed xerography, ink-jet printing and magnetic-reaction ink—any one of which might enable a newspaper to reproduce images at high speeds after receiving signals from the electronic, page-storage disks.

In order to remain competitive, the newspaper business needs to seek out continually advanced technology that will enable a newspaper to serve readers better and advertisers at lower cost. The monster press is one of the areas of newspaper production that basically has not changed.

All-electronic pagination offers an opportunity to develop new reproduction technology that would greatly reduce capital and labor costs. □

Rinehart is ANPA vice president/technical.



ONE PRESS DOESN'T GIVE YOU THE RUN-AROUND BLUES.

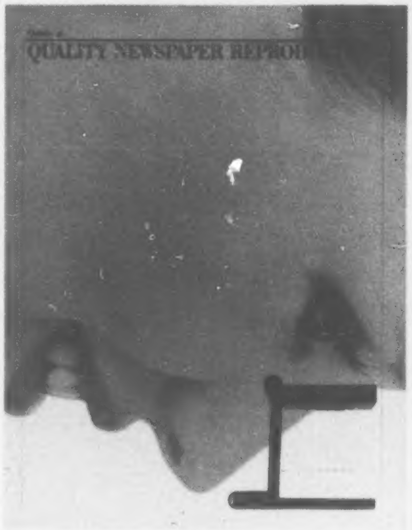
Unless you have a Solna Distributor, you're getting the run-around. Unlike other newspaper web presses, The Distributor is designed for easy operation from only one side. In fact, most everything is controlled from one panel right by the folder.

Take a good look at the quality, easy operation and profitability of an orange Solna Distributor. It will cure your run-around blues. Fast.

800 641-4366
(In Missouri, call 816 483-2121. Collect.)

Solna

Reproduction guide distributed



Distribution has begun for the new "Guide to Quality Newspaper Reproduction," which is designed to help newspapers and advertisers achieve consistently good reproduction.

Written by the ANPA Technical Committee, the 56-page guide was produced jointly by ANPA and the Newspaper Advertising Bureau [presstime, April 1986, p. 72]. It recommends certain specifications for dot sizes, screen sizes, color separations and ranges for black-and-white halftones.

The book is fully illustrated with color and black-and-white photographs and numerous other graphics.

Each ANPA-member newspaper was sent one copy. Additional copies may be purchased for $5 each for orders up to five; $4 each for orders of six to 10; $3 each for 11 to 50 copies; and $2 each for 51 or more. ☐

TECHNOLOGY CALENDAR

- **DRUPA '86**, the international trade show for the graphic-arts industry, will be May 2-15 in Duesseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.
- The Society of Photographic Scientists and Engineers will hold its **26th Fall Symposium and Fifth International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City, Arlington, Va.

ANPA's John Harrington (left) and Peter P. Romano (beside Harrington) give a tour of ANPA technical facilities to Irish newspaper-business executives. Three from the delegation are (from left) Joseph C. McGough of Ireland's Advertising Standards Authority, Frank M. Cullen of National Newspapers of Ireland and Cathal O'Caoimh of Independent Newspapers, Dublin.

Rail strike likely averted

The Brotherhood of Locomotive Engineers and management of most U.S. railroads agreed to accept binding federal arbitration offered by the National Mediation Board. The action, the union's first such move since 1953, almost ensures that a strike will not occur.

The BLE had rejected a tentative agreement earlier this year, and both sides returned to the negotiation table [presstime, April 1986, p. 52].

Talks continued in late April between management and other non-operating unions.

Meanwhile, the National Mediation Board held meetings with labor and management in an effort to end a strike that began in early March against the Maine Central Railroad. The Delaware and Hudson and the Boston & Maine also have been affected.

In Canada, negotiations continued between railroads and some shopcraft unions that have had the legal right to strike since early February [presstime, March 1986, p. 45]. ☐

Newspapers cautioned on bus changes

ANPA's Newsprint and Transportation Department suggests that circulation departments using bus transportation for newspaper distribution consult with bus companies on how impending changes in that industry might affect them.

Among recent developments that could adversely affect newspapers is the announcement by Greyhound Lines Inc. that it will reduce some service and close 35 of its 125 bus terminals nationwide by Oct. 1 because of declining ridership [presstime, July 1985, p. 72]. The number of riders dropped to 33 million last year from 54 million in 1980, mainly because of discount airfares.

Greyhound is not abandoning service to the 35 cities but will be able to save money by selling the terminals and leasing back space it needs, or by contracting to independent agents the job of selling bus tickets. In many cases, Greyhound services will move to a suburban location. The company is also in the process of dropping service on some routes.

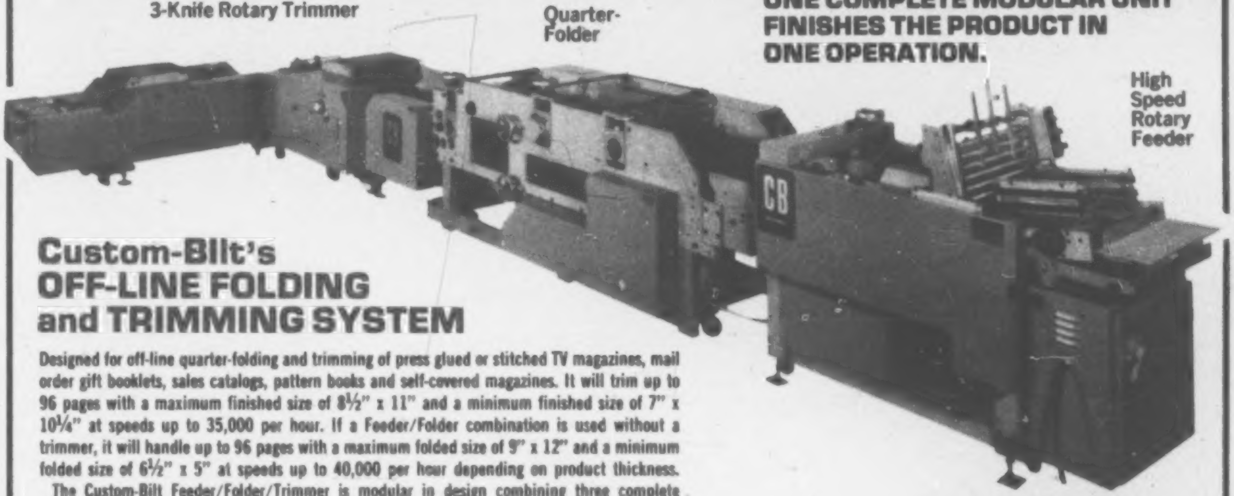
An official of Trailways Lines Inc. said that firm also has had difficulties since airline deregulation. ☐

CB
MACHINERY
INC.

Custom-Bilt can increase your
PRODUCTIVITY...
with a HIGH SPEED Off-Line Operation.

QUARTER-FOLDER with 3-Knife ROTARY TRIMMER/ High Speed FEEDER

ONE COMPLETE MODULAR UNIT FINISHES THE PRODUCT IN ONE OPERATION.



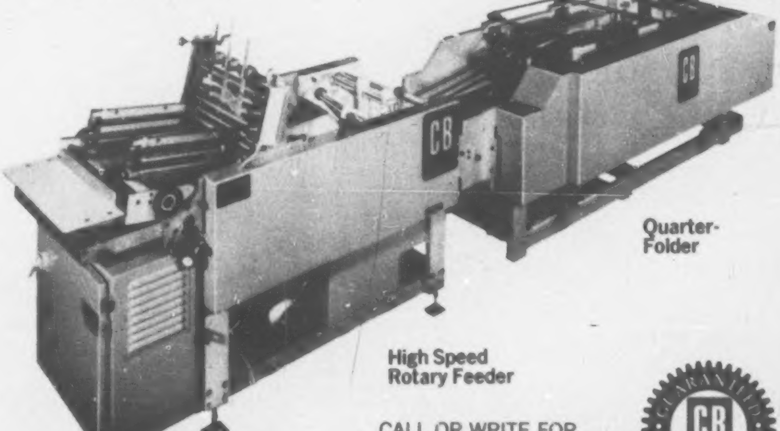
Custom-Bilt's OFF-LINE FOLDING and TRIMMING SYSTEM

Designed for off-line quarter-folding and trimming of press glued or stitched TV magazines, mail order gift booklets, sales catalogs, pattern books and self-covered magazines. It will trim up to 96 pages with a maximum finished size of 8½" x 11" and a minimum finished size of 7" x 10¼" at speeds up to 35,000 per hour. If a Feeder/Folder combination is used without a trimmer, it will handle up to 96 pages with a maximum folded size of 9" x 12" and a minimum folded size of 6½" x 5" at speeds up to 40,000 per hour depending on product thickness.

The Custom-Bilt Feeder/Folder/Trimmer is modular in design combining three complete machines: High Speed Rotary Feeder, Quarter-Folder and 3-Knife High Speed Rotary Trimmer.

Custom-Bilt's OFF-LINE QUARTER FOLDING SYSTEM

The combination High Speed Quarter-Folder/Rotary Feeder is designed for off-line quarter-folding at speeds to 40,000 per hour depending on product thickness. It will produce a folded product up to 96 pages with a minimum folded size of 6½" x 5" to a maximum of 9" x 12". The feeder operates with a continuous rotary action, and the quarter-folder uses the rotary form folding principle. Unique creasing blocks on the Fold Forming Chain assure top speed performance. A single adjusting wheel with a cross-over cleated belt allows the operator to quickly and easily raise or lower the Fold Forming Chain for product thickness.



CALL OR WRITE FOR
FURTHER INFORMATION

CB
MACHINERY
INC.

CUSTOM-BILT MACHINERY INC.

419 NORWAY ST., YORK, PA 17405 • 717-843-7831 • TWX 510-657-4835
Call Toll Free 800-233-1996 (except PA and Canada)
Northeast Sales Office: 342 Hoyts Wharf Road, Groton, MA 01450 • Dale Alden 617-448-3744
Midwest Sales Office: 500 E. Higgins Road, Elk Grove Village, IL 60007 • Joe J. Gutstadt 312-593-5003

Experts predict approval for Detroit dailies' JOA

Newspaper analysts and antitrust experts say they expect U.S. Attorney General Edwin Meese III to approve the proposed joint operating arrangement between Detroit's two competing daily newspapers.

It would be the 22nd JOA in the country and the fifth approved since the Newspaper Preservation Act was passed in 1970, legalizing such arrangements if at least one of the newspapers is in "probable danger of financial failure."

How quickly Meese will act on the plan to combine the production, advertising and circulation operations of the Detroit Free Press and The Detroit News depends in large part on any opposition that develops and whether he calls a hearing on the matter.

"If the published reports about the financial conditions of the Detroit newspapers are accurate, it would appear to me to be clear grounds for a joint operating agreement," said Norfolk, Va., antitrust attorney Conrad M. Shumadine. "But joint operating agreements have adverse effects on people with vested interests," he added.

In the past, opposition to proposed JOAs has come from a variety of sources, including newspaper employees, advertisers and competing suburban newspapers.

"If the Seattle experience is any indication, these people tend to fight those joint operating agreements vigorously," said Shumadine.

The JOA between The Seattle Times and the Seattle Post-Intelligencer was the latest to gain approval. The process involved a hearing before an administrative law judge, and 15 months elapsed between the time the plan for the JOA was submitted and its approval by William French Smith, the first attorney general in the Reagan administration. Another 11 months were consumed by litigation by opponents to the plan before the JOA was finally implemented in May 1983.

According to a Justice Department spokesman, after the formal application for the Detroit JOA is filed, a notice will be placed in the Federal Register. This will begin a 30-day period for public comment on whether the JOA should be approved and whether a hearing should be held. An additional 30-day period is then provided for reply comments.

The department's Antitrust Division makes a recommendation to the attorney general at the end of the initial 30-day period, after which public comment is invited for another 30 days on that recommendation. The attorney general then may render a decision or appoint an administrative law judge to conduct a hearing.

Contacted shortly after the April 14 announcement by the two Detroit dailies, Donald C. Kummer, president of Detroit's Council of Newspaper Unions, said there was "too much we don't know" about the plan to take a position on it. "We don't know what their employment policies or practices will be, what numbers of people they look to reduce and what facilities they plan on using," he said.

"Obviously, people are shocked, angry and disappointed," he added. "There has been a lot of pride in putting out both newspapers in the city, and I think the general feeling is that the dollars finally determined what the outcome would be rather than people's efforts." Kummer is chief administrative officer of the Detroit local of the Newspaper Guild, which represents about 900 employees at both papers.

The Free Press

Editorial departments would occupy current offices located three blocks apart.

However, an officer of Detroit Typographical Union No. 18 said his union wants to take a "positive attitude." "What would be the alternative to a joint operating agreement?" Secretary-Treasurer Thomas J. Kelly asked rhetorically. "The demise of the underdog paper, which would be the Free Press," he answered. The local represents more than 350 composing room employees at the two papers.

Richard Aginian, president of Suburban Communications Corp., which publishes 12 twice-weekly papers in the Detroit suburbs, had no immediate comment on the proposed JOA. Aginian also is president of Suburban Newspapers of America.

Most industry watchers said they were not surprised by the announcement and in fact had been expecting it since February when Gannett Co. purchased the Evening News Association, which published The Detroit News.

With the exception of The Detroit News, Gannett has no daily newspapers in fully competitive, two-newspaper cities in its group, observed J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

Both Gannett and Knight-Ridder Newspapers Inc., publisher of the Detroit Free Press, have extensive experience with JOAs, noted Morris J. Levin, a Washington, D.C., attorney knowledgable about JOA matters. Gannett newspapers are parties in JOAs in seven cities and Knight-Ridder in two. Knight-Ridder also holds 49.5 percent of voting stock (and 65 percent of non-voting stock) in The Seattle Times.

There was "an element of surprise" in the announcement "in that Gannett had started taking actions that actually intensified the competitive fight a little bit," said newspaper analyst Bruce Thorp, referring to Gannett's recent move to reduce the price of copies of the News sold outside the metropolitan area from 20 cents to 15 cents, which Knight-Ridder subsequently matched.

According to the announcement by the two companies, both newspapers have sustained heavy losses over the last five years. The operating losses exceeded $35 million for the Free Press (morning, circulation 634,466) and $20 million for the News (all-day, 645,016), according to company officials. "This is a quick way to end those losses and produce some pretty healthy profits," said Thorp, who is affiliated with Lynch, Jones & Ryan in Washington, D.C.

As the newspaper with the greatest losses, the Free Press will file the application for the JOA as a "failing newspaper." Under the plan, both papers would have independent news and editorial departments operated, at least initially, out of buildings they currently occupy three blocks apart in downtown Detroit.

On weekdays, the Free Press would continue to be published in the morning; the News would publish only in the evening, giving up its morning edition. On Saturday and Sunday, just one newspaper would be published. On Saturday, the Free Press would be responsible for breaking-news sections and the News for features; the roles would be reversed on Sunday.

William J. Keating, general counsel of Gannett, would be the chief executive officer of the joint venture, called the Detroit Newspaper Agency.

The proposed contract between the two companies is for 100 years, an unusually long period for such agreements. For the final 95 years, the companies would share profits or losses from the combined operation on a 50-50 basis. For the first five years, it would be on a sliding formula basis beginning with 55 percent for Gannett and 45 percent for Knight-Ridder, reflecting the News' current advantage in Sunday circulation and advertising revenue. —*Margaret Genovese*

Recent acquisitions

Pulitzer Publishing Co. of St. Louis is acquiring the Southtown Economist, Chicago, daily circulation 16,336.

Garden State Newspapers purchased The News of Paterson, N.J., and The Dispatch of Union City, N.J., from Allbritton Communications Co. ☐

Family decisions affect transactions

BUSINESS ROUND-UP

The Pulitzer Publishing Co. continued to be the prize in a struggle between shareholders who want to sell the company to real estate developer A. Alfred Taubman and those who want the family to retain control.

A majority of Pulitzer shareholders voted April 2 in favor of recapitalizing the company under a plan that would involve a massive stock split and a public offering of common stock. The plan calls for allowing current owners to exchange the new common stock on a 1-for-1 basis for shares with 10 votes each and with limited-transferability. At stake are media properties that include the St. Louis Post-Dispatch.

Three shareholders who control 54 percent of Pulitzer Publishing have opposed selling the now privately held company to Taubman [presstime, April 1986, p. 76]. The group that has favored the sale owns about 43 percent.

Taubman, who made his first offer of $500 million in February, has raised the ante. In April, he was offering to buy the company for $450 million in cash and $175 million in a new preferred stock.

Farther west, another family-owned company in the newspaper business announced the sale of its newspapers and cable operation.

Tribune Publishing Co. of Tacoma, Wash., said in April it agreed to sell The Tacoma News Tribune and the triweekly Pierce County Herald to McClatchy Newspapers of Sacramento. The purchase of the 104,133-circulation Tacoma paper gives privately held McClatchy eight dailies, all of them in the West.

McClatchy reportedly agreed to pay $112 million for the newspapers, a figure Tribune Publishing declined to confirm. The Tacoma firm sold its cable operation, serving 76,000 subscribers, to Viacom International Inc. for a price reported to be $105 million. The sales agreements with McClatchy and Viacom must be approved by those company's boards, Tribune Publishing's shareholders and regulatory agencies.

The agreements leave Tribune's telephone answering business, its paging service and some real estate on the market.

Elbert H. Baker, Tribune's chairman, has said the company is being sold for estate-planning purposes [presstime, Nov. 1985, p. 68].

Elsewhere, a family-owned newspaper group has broken up. David R. Dear, president of Dear Publication & Radio Inc., said ownership of The Gleaner of Henderson, Ky., a daily, and three non-dailies went to his brother Walter M. Dear.

David Dear and another brother, Ralph C. Dear, sold the group's remaining three dailies, six weeklies and six shoppers to Thomson Newspapers Inc. of Des Plaines, Ill. Dailies involved in the sale were The Daily Advance of Elizabeth City, N.C., The Sedalia (Mo.) Democrat and The Rensselaer (Ind.) Republican.

In another business development, The Daily Reporter, a legal newspaper in Columbus, Ohio, expanded its coverage and began offering afternoon street sales on April 2. The city has been without an afternoon daily since the beginning of the year when The Columbus Dispatch switched to morning publication following the demise of the Columbus Citizen-Journal [presstime, Feb. 1986, p. 60]. ☐

Owen Van Essen

formerly part owner and general manager of the Worthington (MN) Daily Globe has joined our mergers-and-acquisitions firm as vice president

LEE DIRKS & ASSOCIATES

Suite 210, 255 E. Brown St.,
Birmingham, MI 48011
313-646-4230

We specialize in assisting the owners of daily newspapers in exploring and consummating their sale

Minority newsroom employment up, annual ASNE survey shows

Ghiglione leads discussion at April 10 Task Force meeting. Listening are Terri Dickerson-Jones (to his immediate right), ANPA Foundation minority projects coordinator, and Debra A. Castelan of the Institute for Journalism Education.

For the first time since the American Society of Newspaper Editors began its annual survey eight years ago, minority employment in U.S. newsrooms reached 6 percent in 1985.

Also for the first time, the number of U.S. dailies employing no minorities dropped below 60 percent, with 57 percent reporting all-white editorial staffs.

These changes are more striking when measured against the overall growth pattern of newsroom employment. Whereas the total number of newsroom employees has increased 20 percent since 1978, the number of minorities has grown by 50 percent, ASNE reported.

By ASNE's count, there are now 3,402 minorities—blacks, Hispanics, Asian Americans and native Americans—among the total of 53,985 reporters, editors, artists and photographers in U.S. newspaper newsrooms.

The increase verified in the survey "wasn't a surprise," said Loren Ghiglione, outgoing ASNE Minorities Committee chairman, who now chairs the industry-wide Task Force on Minorities in the Newspaper Business. "I assumed the numbers were getting better from what I could see at the job fairs and from people calling me and saying, 'I hired somebody and it worked out,'" said Ghiglione, publisher of The Bristol (Conn.) Press.

Indeed, job fairs along with other efforts grew considerably during Ghiglione's two-year tenure as ASNE minorities chairman. In the current school year, ASNE has conducted 16 job fairs—twice the number of the previous year—and other organizations including the industry-wide task force also have stepped up their efforts in this area [presstime, March 1986, p. 66].

What has also grown is the participation of small and mid-size papers in these events and in other efforts to increase minority hiring.

Long considered the weakest link for minorities in the "farm club" procedure followed by many newsroom employees—moving from small to mid-size to large papers—newspapers under 10,000 circulation accounted for the greatest gains recently in the numbers of papers with minorities. Twenty-four percent of such papers now report having minorities in their newsroom, up from 17 percent in 1985 and double the percentage ASNE reported in 1978.

For small newspapers that need assistance in minority recruitment, ASNE has formed a subcommittee of its main Minorities Committee. It is headed by John F. Greenman, executive news editor of the Akron Beacon Journal, who became active in minority recruiting when he was editor of the Tribune-Chronicle in Warren, Ohio. Succeeding Ghiglione as chairman of the full committee is Judith Clabes, editor of The Kentucky Post in Covington.

The importance of small and mid-size papers as the entry point for minorities was amplified by other reports distributed at the April ASNE convention.

- A Pennsylvania survey directed by Thomas E. Livingston, managing editor of the Philadelphia Daily News, shows that while 4 percent of the state's daily newspaper journalists are non-white, 70 of the 109 minorities are employed at the News and The Philadelphia Inquirer. Excluding them, the percentage of minorities in the newsrooms of Pennsylvania's smaller dailies is less than 1.9 percent.
- According to The Dow Jones Newspaper Fund, 47 percent of the reporters and editors hired by papers of under 10,000 circulation come directly from colleges, a percentage that decreases steadily to less than 8 percent at papers of over 250,000 circulation. ☐

NNA's Mel Street plans to retire

The head of the staff of the National Newspaper Association, W. Melvin Street, has announced he will retire at the end of 1986.

Street, 62, became executive vice president in 1980 when the organization of about 5,000 weekly and daily newspapers was in financial difficulty. NNA President James L. Pate, publisher of the Madill (Okla.) Record, praised Street for leading the organization to "financial stability."

NNA Vice President Richard A. Nafsinger, publisher of Eagle Newspapers of Hood River, Ore., will chair a committee to search for a successor. ☐

Corrections

In the April special report on how newspapers cover foreign news, James S. Keat was incorrectly identified as foreign editor of The Baltimore Sun. Keat is assistant managing editor; Richard P. O'Mara is foreign editor. The story also said Sun reporters traveled along the Amazon River in 1985. This trip took place in 1979.

• • •

The New York Times Magazine is "not" a member of the Sunday Magazine Network. The article on Sunday magazines in the April issue erroneously said the magazine was "now" a member of the network.

• • •

The names of USA Today artists Elys Ibrahim and Julie Stacey were transposed in a cutline in the April issue.

Presstime regrets the errors. ☐

'Facts' book shows newspaper-business growth

The U.S. newspaper industry showed growth last year in several areas, including total employment, number of Sunday papers, Sunday circulation and advertising expenditures in daily newspapers.

Two clouds were a slight decrease in daily circulation and a decline of 14 in the number of daily newspapers, according to preliminary figures.

These data and other statistical information about the newspaper business are compiled in ANPA's "Facts About Newspapers '86," a copy of which is included in this issue of presstime.

Newspaper employment increased for the third consecutive year, up to 453,700 from 440,600 in 1984. Women accounted for nearly 75 percent of the 13,100 increase and now account for almost 41 percent of the total newspaper workforce.

The number of Sunday newspapers rose to an all-time high of 797 from 783 the year before. Sunday circulation increased 2.3 percent, from 57,511,975 to a record 58,816,734.

On the other hand, the number of U.S. dailies declined to 1,674 from 1,688, and daily circulation decreased from a revised 63,081,740 in 1984 to 62,723,438, a drop of 0.6 percent.

The trend toward fewer evening papers and more morning papers continued. Morning papers increased to 482 last year from 458 in 1984, and evening papers decreased to 1,220 from 1,257. (There were 28 "all-day" papers, which were counted in both evening and morning categories but only once in the total.)

The number and circulation of paid and free-circulation weekly newspapers were up in 1985. A total of 7,711 weeklies were counted, up from 7,704 in 1984, with a total circulation of 50,098,000, up from 48,988,801.

Advertising expenditures in daily newspapers also climbed, increasing 8.3 percent to $25.5 billion. Dailies' share of total expenditures was 26.8 percent, the same as the revised figure for 1984. Television's share was down to 21.7 percent from a revised 22.4. Direct mail increased its share, to 16.4 percent from a revised 15.7, as did radio, to 6.8 percent from 6.6 percent.

The annual statistical report also covers Canada. The number of dailies there declined by two to 111, but daily circulation rose from 5,557,932 to 5,620,811.

The number of Canadian morning newspapers increased for the first time since 1983, going from 26 to 30. The number of evening papers continued to decline, dropping from 90 to 84. (There were three all-day papers that were counted in both morning and evening categories but only once in the total.)

Canadian daily newspapers increased their advertising revenues by about $123 million to a total of $1.51 billion. This amounted to a 24.7-percent share, the same as last year, outdistancing the closest competitor, television, whose share declined from 17.3 percent to 17.1.

Additional copies of "Facts About Newspapers" are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. ☐

Proposed UPI sale makes headway in Bankruptcy Court

The proposed sale of United Press International progressed in April with the filing of a reorganization plan and a federal Bankruptcy Court judge's removing yet another obstacle to the sale.

Judge George F. Bason in early April rejected a protest to the UPI plan, which calls for sale of the wire service to Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo [presstime, April 1986, p. 76]. The protest had been filed by Douglas F. Ruhe and William E. Geissler, chief stockholders of UPI, who favor selling the wire service to Financial News Network.

A $975-million "conspiracy" suit FNN filed against UPI management and others involved in the sale was pending in U.S. District Court in late April, although a judge had dismissed six of seven counts.

The reorganization plan, in which major creditors would receive 40 cents on the dollar and smaller creditors would be paid off fully, will be reviewed by those creditors through May 12.

Meanwhile, UPI's newspaper and broadcast advisory boards have formed a four-person search committee for a new UPI editorial review panel to oversee both print and electronic news.

Formation of the panel is specified under terms of the sale agreement.

Committee members are Loren Ghiglione, publisher and editor of The Bristol (Conn.) Press; Larry Jinks, senior vice president of Knight-Ridder Newspapers, Miami; George C. Hyde Jr., regional vice president/Florida of Susquehanna Broadcast Group, York, Pa.; and Skip Finley, president and chief operating officer of Albimar Communications, Boston. ☐

A strong advocate of being open with the press

Hicks B. Waldron, chairman and chief executive officer of Avon Products Inc., has a message business reporters are glad to hear.

"Let's invite reporters in," Waldron said in a recent speech before a chapter of the Junior Achievement Club. By talking to the press, U.S. companies can get news about "this fantastic economic system" in front of the public and counter unfavorable reports about business, he said.

Before Waldron asked others to let the press in, he threw Avon's doors wide open.

For 10 months, beginning February 1985, Waldron let N.R. Kleinfield of The New York Times be his shadow. Last Dec. 1, The New York Times Magazine published the results in a massive cover story titled "What It Takes: The Life of a C.E.O."

The fact that Waldron "permitted a reporter an unusually close look at his world makes him unusual," Kleinfield wrote in a sidebar to the story. "But he typifies an evolving breed of C.E.O.'s who have stepped out of their rarified executive offices and into the public eye."

In his speech before the Junior Achievement Club in East Windsor, Conn., Waldron said corporate executives "already live in a fishbowl" with scrutiny by the Internal Revenue Service, Securities and Exchange Commission, Labor Department, and Occupational Safety and Health Administration. "And for every agency of the federal government, there's a counterpart in every state and city where we operate."

"It seems to me that living in a fishbowl is good," he said. "So why should we hestitate to let the press in? It can help our companies and it can help broaden the understanding of free enterprise."

ANPA *Calendar*

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 19-23

JUNE

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va., June 5-6

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Chicago Marriott Downtown, June 8-10

ANPA Foundation Newspaper in Education Instructor Training Seminar
The Pheasant Run, St. Charles, Ill., June 9-12

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo., June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta, June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta, June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 7-11

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
National Press Building, Washington, D.C., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA

Officers

Chairman and President
Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami

Vice Chairman
George W. Wilson, Concord (N.H.) Monitor

Secretary
Arthur O. Sulzberger, The New York Times Co.

Treasurer
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle

Immediate Past Chairman and President
Richard J. V. Johnson, Houston Chronicle

Directors

Garner Anthony, Cox Enterprises Inc., Atlanta
Frank A. Bennack Jr., The Hearst Corp., New York
Charles T. Brumback, Chicago Tribune Co.
John J. Curley, Gannett Co. Inc., Arlington, Va.
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps Howard, Denver
Jacques G. Francoeur, UniMedia Inc., Montreal
Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.
Edwin L. Heminger, The Courier, Findlay, Ohio
Joe Hladky, The Gazette Co., Cedar Rapids, Iowa
Uzal H. Martz Jr., Pottsville (Pa.) Republican
Charles M. Meredith III, The Free Press, Quakertown, Pa.
John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa

Staff

Executive Vice President and General Manager, Jerry W. Friedheim
Senior Vice President and Deputy General Manager, Thomas C. Fichter
Vice President/Human Resources, Roy W. Anderson
Vice President/Industry and Public Affairs, Robert L. Burke
Vice President/presstime Editor, James E. Donahue
Vice President and Director/ANPA Foundation, Judith D. Hines
Vice President/General Counsel, W. Terry Maguire
Vice President/Technical, William D. Rinehart
Director/Technical Research, George Cashau
Director/Telecommunications Affairs, Kathleen Criner
Director/Membership Development, Mark Daly
Director/Technical Services, Peter P. Romano
Assistant Director/ANPA Foundation, Linda B. Skover
Manager/Board of Directors Office, Bruce N. Bant
Manager/Accounting, Glenn R. Beales
Manager/Management Information Services, Patricia E. Bennett
Manager/Printing and Mailing, William K. Blair
Manager/Technical Training, Arthur M. Boudreau
Manager/Gov't. and International Affairs, Martin Casey
Manager/Labor Relations, Charles D. Cole
Manager/Technical Services, John J. Ford
Manager/Membership Services, Michael Genick
Research Manager/Computer Applications, John W. Iobst
Personnel Manager, Marguerite J. Mundy
Manager/Environmental Services, Richard W. Neergaard
Manager/Training Services, Stephen E. Palmedo
Manager/Newsprint and Transportation, Joseph F. Prendergast Jr.
Manager/Personnel Relations, Patricia P. Renfroe
Manager/Public Affairs, William Schabacker
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner
Assistant General Counsel, Claudia M. James
Assistant General Counsel, Tonda F. Rush

ANPA News

Rosalind C. Truitt named presstime technical writer

Rosalind C. Truitt has joined the presstime staff as technical writer, replacing Paul Kruglinski, who is on extended leave of absence because of illness.

Rosalind C. Truitt

For 10 years, Truitt was a writer and reporter for The Kansas City Times, where she won an award for education reporting. She also was a free-lance writer for The Washington Post.

She has a bachelor's degree in English from the University of Missouri-Kansas City. ☐

New members

The Daily Tribune

Royal Oak, Mich. (circulation 40,412). Jeanne C. Towar, publisher.

The Daily Leader

Pontiac, Ill. (circulation 8,937). Frank Walters, publisher.

The Highlander

Marble Falls, Texas (circulation 10,000). Roy Neves, publisher.

The Daily News

Halifax, Nova Scotia (circulation 18,649). David Bentley, general manager.

Watertown Daily Times

Watertown, Wis. (circulation 10,254). James M. Clifford, general manager.

THE BRAINERD DAILY DISPATCH

Brainerd, Minn. (circulation 14,723). Terence J. McCollough, publisher.

Letters

Taking issue with 'accuracy checking'

A March presstime article, "What? Show the Story to a Source—in Advance?" omitted one of the best reasons for showing a news story to a news source before publication.

Such a practice can be a quick way for a city editor or a managing editor to determine which reporters to fire: "Show a story; take a hike." That would be my response to the practice discussed in George Kennedy's article, which suggests that having news sources check stories for accuracy "works in at least four ways that would benefit any newspaper."

But none of those benefits is outweighed by the damage done to a paper's credibility or to the reporter's responsibility.

The recommended practice abrogates the reporter's responsibility to the reader. If the reporter must rely on sources to check for accuracy, then the reporter should get another job. Readers deserve at least that much from a publication.

To belabor the obvious, the practice is too source-oriented. Who knows more about the "facts" of a welfare policy—the bureaucrat administering the policy or the people affected by the policy? Do welfare recipients get advance cracks at the stories, too?

The recommended practice is flawed in the notion that it is supposed to "provide a mechanism for catching many errors before it is too late. After publication is too late."

"Many errors"? Fire the reporter(s).

"After publication is too late"? Most important stories are always incomplete, and therefore inaccurate. That's why papers publish the next day; that's why there are retraction statutes. As journalists, we try to get important stories accurate eventually. But if we adopt the policy that "after publication (of the first story) is too late," we might as well close shop and tell our readers that we're helpless to provide them the slightest notion of what's happening in the world.

Telling people about society is a delicate process and—as a Valley girl might say—an awesome responsibility. Sorry, but we simply cannot shirk any of that responsibility or prostitute our craft by asking news sources to do our jobs for us.

Herb Stentz, dean
School of Journalism and
Mass Communication
Drake University
Des Moines, Iowa

Assessing the state of the unions

The special report by Clark Newsom on "The State of the Unions" (March) was especially well done. Mark Ingham's contribution on "Reducing Employees' Desire for Unions" was also informative.

You have concisely and accurately identified an important trend in our industry. Congratulations on a job well done.

H. Michael Tyson
Vice president, finance & administration
Houston Chronicle

In your March (special report), your major graphic titled "U.S. Newspaper Union Membership 1965-85" (p. 24) is unfortunately mistitled and therefore misleading to your readers.

Even though the figures are from the AFL-CIO, the graph represents U.S. membership in printing industry unions of which only a small portion actually work in newspapers. The graph itself is inaccurate since GCIU membership has not declined at the precipitous rate shown.

What declines have occurred are reflective of nationwide trends such as the aging of the U.S. population. The number of GCIU retirees has grown by almost 50 percent in the last decade. I caution your readership not to assume that membership losses equal union weakness in the industry. It would be equally grievous to assume that the recent precipitous decline in numbers of daily newspapers reflects a weakness of newspapers in general.

It is best to understand that the newspaper industry has experienced a restructuring of major proportions. GCIU itself is a major restructuring of printing industry unions. With our schools for new technology training and a progressive track record in general, GCIU will remain a strong influence in the newspaper industry.

Victor Ciuccio, director
Contract and research department
Graphic Communications
International Union
Washington, D.C.

over-set

Out-of-towners can enjoy Indy 500 news

The Indianapolis Star and The Indianapolis News have a way of giving auto racing fans a "Brickyard" view of the month-long activities that surround the famous 500-mile race.

The newspapers sell special mail subscriptions for May, which culminates with the annual running of the Indianapolis 500.

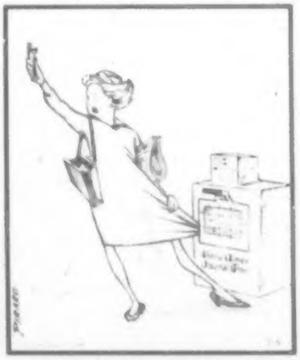
Readers get details like "who's having trouble with what parts of their car," says Circulation Director Kenneth R. Todd. They also learn about the selection of the race festival queen and her 33 princesses.

Newspapers have been offering the special mail subscriptions "long before I came here," Todd says, and that was 20 years ago.

While the dailies also sell special subscriptions for two-week and four-day periods, the big sellers are the month-long orders. Those subscriptions brought in 8,500 orders last year for the morning Star (circulation, 229,233) and 2,500 for the evening News (130,757).

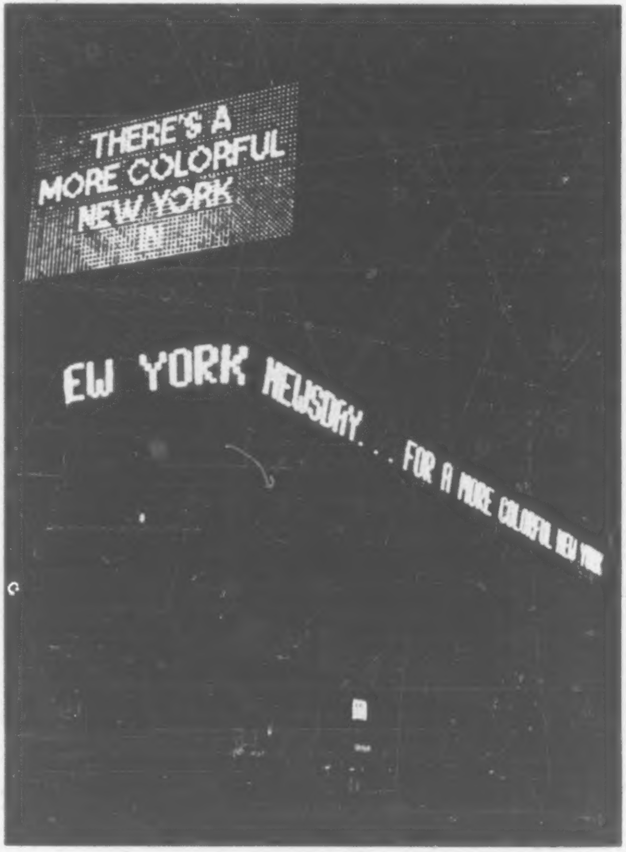
BIZARRO By DAN PIRARO

Chronicle Features, San Francisco



"Excuse me sir! Do you have change for a dollar? Miss? Do you have change for … Hey, little boy! Hey you'…"

Newsday



Newsday brings back the 'zipper'

Newsday, the fast-growing Long Island daily that has made a big push into the New York City market, April 2 added its name to the lights of Broadway by relighting the historic news "zipper" wrapped around the One Times Square building. The computer-controlled sign flashes news, sports and weather headlines 16 hours a day.

The sign was first illuminated by The New York Times with a report of the victory of Herbert Hoover in the presidential election of 1928. It went dark after the Times sold the building in 1961, was reinstated in 1965 but turned off again in 1977.

Newspaper numbers

44—number of minutes a-day the typical daily newspaper reader spends reading one or more newspapers.

5—number of strikes at U.S. newspapers in 1985.

41—percent of the total newspaper workforce who are women.

390—number of U.S. and Canadian daily newspapers selling for more than the predominant, 25-cents-a-copy price at the end of 1985.

47—number of daily newspapers in the United States and Canada that are printed in the tabloid format.

President's ASNE 'punch' line

In his appearance April 9 before the American Society of Newspaper Editors, President Reagan got in a good "punch" line.

He spun a story that he attributed to the publisher of The New York Times, "my friend Punch Sulzberger."

According to the President, after Sulzberger visited the White House one day, he called his mother and said, "Mother, today I had lunch at the White House with the President of the United States, the vice president of the United States and the secretary of state."

"Yes, dear," his mother said dryly, "and what did they want?"

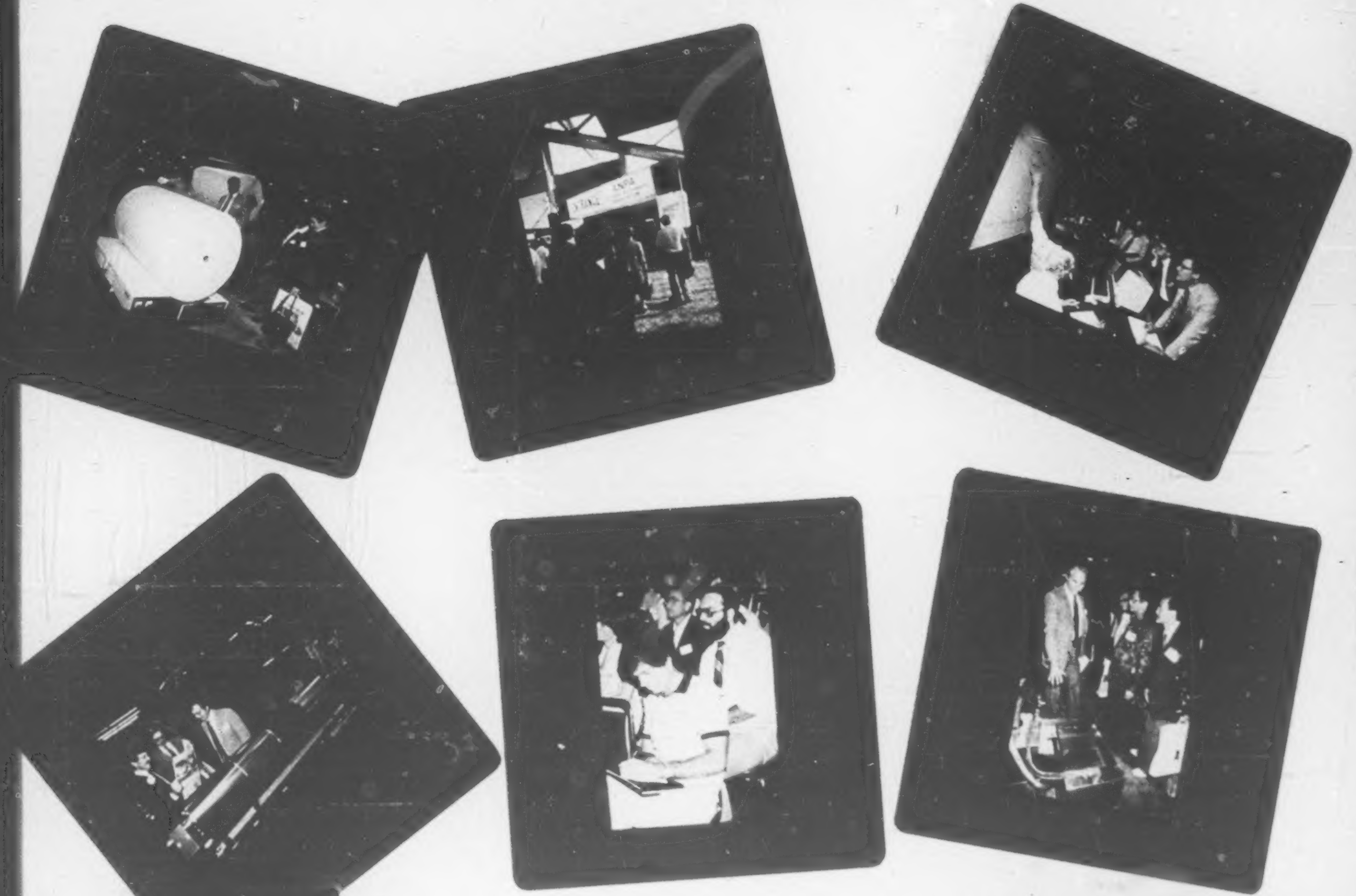
It's best to keep moving

New offices of The Wall Street Journal in New York City have an energy-saving feature that has created a lot of conversation—and, one might say, more heat than light.

The offices don't have light switches. Instead, sensors in the ceilings—called an Infracon system—turn on the lights when employees enter their offices, and turn them out when employees leave.

The lights go dark when there is no movement in an office for 12 minutes. But Lawrence A. Armour, director of corporate relations for Dow Jones & Co., says stories about the lights going out while people were sitting at their desks were almost certainly "apocryphal."

"It's possible, of course," he adds. "If someone sits absolutely still for 12 minutes, the lights will go out." But if it were to happen, a simple "wave of the arm" would turn them back on.



58th Annual ANPA
Operations
Management
Conference &
Exposition

INTERFACE '86

Atlanta
June 21-25

LOOK what USA TODAY is up to now:

1,417,077!

THE NATION'S NEWSPAPER

USA TODAY

VIA SATELLITE

The average daily paid circulation of USA TODAY is now up to 1,417,077* – a hefty 11% increase over a year ago.

In a little more than 3 years, USA TODAY has truly become The Nation's Newspaper.

---

*Total average daily paid circulation, including single copy, customer delivery and bulk (blue chip) sales for the six-month period ending March 28, 1986, as compiled by USA TODAY from ABC publisher's statements, subject to audit